



# Domino's Pizza

## NEWS

*For immediate release*

June 15, 2011

### **TEAM DOMINO'S TO COMPLETE 439 MILE NON-STOP CYCLE RIDE FOR SOGB**

A team of keen cyclists from Domino's Pizza will today set off on a marathon 439 mile bike ride to raise funds for Special Olympics Great Britain (SOGB). The cyclists from Domino's head office in Milton Keynes, a franchisee from Kent and his area manager will begin the Madsummer's Dash cycle ride at 10pm, leaving the Houses of Parliament and cycling non-stop to St Andrews in Scotland.

Team Domino's comprises head of franchise development, Andy Hirst, health and safety officer, Steve Payne, Domino's franchisee Slawomir Szulc and his area manager Damian Weiss. The team has decided to complete the cycle ride for Domino's corporate charity – SOGB.

Sir Menzies Campbell MP will fire the starting pistol tonight and set the Madsummer's Dash off from London. The route will see Team Domino's pedalling in relay through Peterborough, Lincoln, Scunthorpe, York, Darlington, Dalkeith, Corstophine and Kilcaldy, stopping off at Domino's stores along the way and crossing the finish line 439 miles later at St Andrews. The cycle ride starts on Wednesday evening and teams are expected to arrive in Scotland on Friday.

Andy Hirst, head of franchise development at Domino's, said: "Our friends, family and colleagues think we must be mad to be taking part in the Madsummer's Dash, but it's for a very worthy cause and we're very much looking forward to getting started. It's going to be a tough challenge but we're hoping that by stopping off at our stores along the way, a steady supply of Pepperoni Passion will keep us going!"

To support Team Domino's in the Madsummer's Dash, donate online at [www.justgiving.com/Dominosdash](http://www.justgiving.com/Dominosdash).

**-Ends-**

**Notes to Editors**

Domino's Pizza UK & IRL plc is the leading player in the fast-growing pizza delivery market and holds the exclusive master franchise to own, operate and franchise Domino's Pizza stores in the UK and the Republic of Ireland. The first UK store opened in Luton in 1985 and the first Irish store opened in 1991.

As at 27 March 2011, there were 672 stores in the UK and the Republic of Ireland. Of these, 530 stores are in England, 47 are in Scotland, 27 are in Wales, 18 are in Northern Ireland, one is on the Isle of Man, 48 are in the Republic of Ireland and one is a mobile unit.

Founded in 1960, Domino's Pizza is one of the world's leading pizza delivery brands. Through its primarily franchised system, Domino's Pizza operates a global network of more than 9,350 Domino's Pizza stores in over 65 countries. Domino's Pizza has a singular focus – the home delivery of pizza, freshly made to order with high quality ingredients.

Customers in the UK can order online at [www.dominos.co.uk](http://www.dominos.co.uk) and customers in the Republic of Ireland can order online at [www.dominos.ie](http://www.dominos.ie). In addition, mobile customers can order by downloading Domino's free iPhone and Android apps.

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