



# Domino's Pizza

## NEWS

*For immediate issue*

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### **DOMINO'S IN LEEDS RAISES OVER £4,200 FOR HELP FOR HEROES**

*- 'Half for Heroes' pizza promotion raises cash for Real Radio fundraising day -*

Six Domino's Pizza stores in Leeds have raised over £4,200 for Help for Heroes. The fundraising took place as part of the Real Radio annual charity day last month.

Domino's stores in Leeds city centre, Oulton, Guiseley, Headingley, Horsforth and Morley all ran a special Half for Heroes pizza promotion, whereby proceeds from medium and large pizza sales for a limited period were donated by Domino's to Help for Heroes. Pizza lovers in Leeds got behind the fundraising and helped raise a staggering £4,278.47 for the charity.

Anil Patil, franchisee of the six Domino's stores in Leeds who took part, said: "We were delighted to get involved with the Real Radio Help for Heroes fundraising day and do our bit to help raise funds with our Half for Heroes donations. The teams in our stores and our customers all got behind the fundraising and did a grand job to raise much needed funds for a very worthy cause. We are very pleased to be able to hand over this money for Help for Heroes."

Steve South, Managing Director for Real Radio Yorkshire said; "We are delighted that Domino's joined in our Help for Heroes day, along with a plethora of other businesses across Yorkshire. As part of our group, GMG Radio, we have raised in excess of £200,000 for the charity through this year's day, and the outstanding support of Domino's is appreciated by us and all those who will benefit through such fervent fundraising. We are very grateful to Domino's for their support and look forward to working with them in the future."

Real Radio's annual charity day seeks to raise funds for Help for Heroes, which supports members of the Armed Forces who have been wounded in the service of their country.

In addition to the donations being made by Domino's from the pizza, the stores also supported the Real Radio presenters with a team of Domino's wobbleboarders and Domino's mascot, Danny Domino, as they completed a truck

pull from Elland Road to the Real Radio studios. Pete Egerton, one of the presenters, also joined the team at Domino's to try his hand at pizza making in-store during the Half for Heroes promotion.

All Domino's Pizza stores are charged with delivering more to their local community and actively get involved in supporting local initiatives. For more details, log onto [www.dominos.co.uk](http://www.dominos.co.uk).

**-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. In April 2011, the Group acquired a majority stake in the exclusive master franchise to own, operate and franchise Domino's Pizza stores in Germany.

As at 25 September 2011, there were 702 stores in the UK, Republic of Ireland and Germany. Of these, 553 stores are in England, 47 are in Scotland, 28 are in Wales, 19 are in Northern Ireland, one is on the Isle of Man, one is a mobile unit, 49 are in the Republic of Ireland and four are in Germany.

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 70 international markets. 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, iPad and Android apps.

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