



28 July 2005

A PIZZ-A CELEBRITY ART

Stars Put Paintbrush to Plate to Raise Money For Charity

Jenny Frost, Frank Skinner and Amanda Holden are amongst a host of celebrities who have teamed up with Domino's Pizza to design exclusive pizza plates to raise much 'kneaded' dough for its charity of choice, Make-A-Wish Foundation UK - and mark the delivery expert's 20th birthday (28th July 2005).

From Tamara Mellon's exclusive Jimmy Choo creation to Linda Barker's stylish flower mural and Frank Skinner's replica British coin, the budding celebrity artists have let their imaginations run wild to turn the humble pizza plate into a work of art. Famous faces including Carol Smillie, Sean Hughes, Scott Mills, Pearle Lowe, Meg Matthews, James Blunt, Carl Barat, Lisa Tarbuck, Alesha Dixon and a host of Olympic stars have also taken up the challenge.

The limited-edition plates will be auctioned exclusively on eBay (www.ebay.co.uk/charity) from 28th July to 28th August to raise money for Make-A-Wish Foundation UK - a charity committed to making the wishes of children aged between 3 and 18 with life-threatening illnesses come true. Since it was established in 1986, over 3,000 very special children have realised their greatest dreams – from meeting Santa Claus in Lapland, to creating jewellery with a world class designer, to experiencing the thrills and wonder of Disney World.

To celebrate serving more than 100 million pizzas and travelling over 260 million miles in the last 20 years, Domino's Pizza has invited stars from television, music, fashion and sport to design their dream china pizza plate - a traditional 20th anniversary gift.

Pop starlet, Jenny Frost, explained her involvement in the birthday celebrations: "Designing a plate was great fun and what could be better than helping to make a child's wish come true? I hope the plates will raise much-needed funds for a fantastic charity. I'll definitely be logging on to bid for Tamara Mellon's plate – I never could resist a pair of Jimmy Choos!"

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Hazel McIlwraith from Make-A-Wish Foundation UK said: "Domino's Pizza has been a great supporter of Make-A-Wish® for two years and has helped raise over £50,000 to make many children's wishes come true. The designer pizza plates are fabulous and we hope pizza fans everywhere will get the dough-ball rolling by logging on to bid for their favourite plate!"

A selection of plates designed by children from Make-A-Wish Foundation UK will also be auctioned off alongside the celebrity creations.

Pizza expert Chris Moore, from Domino's, added: "It's fantastic that so many celebrities have donated their time to raise money for such a great cause and help us celebrate our 20th anniversary. Who would have thought that while Britons were listening to a-ha's first number one hit and watching Martina Navratilova win her 100th tennis tournament, they were also tucking into their first ever home-delivered pizza? This is certainly a birthday to remember - here's to the next 20 years!"

20 'knead' to know facts about the UK's pizza delivery experts...

1. Domino's opened its first store in Luton on 28th July 1985.
2. Since opening its doors for business Domino's estimates it's sold nearly 100million pizzas – that's more than its main competitors combined – and enough to stretch around the world 12 times!
3. The UK is the largest international market for Domino's Pizza outside the US.
4. With over 380 stores, 150 franchisees and nearly 9,000 full and part-time employees, Domino's makes and delivers 35,000 pizzas every day.
5. Domino's can now deliver to seven million households, compared to just 30,000 in 1985.
6. Domino's delivery drivers have travelled approximately 260 million miles since 1985 – that's like driving from London to Melbourne 23,000 times.
7. In 1985 there were just 12 pre-set pizza choices on the Domino's menu but now with 20 toppings, three bases, three sauces and two different cheese types there are 66 million different combinations!

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8. 25,384 tonnes of mozzarella cheese, 1,200 tonnes of fresh vine-ripened tomato sauce, 3,438 tonnes of long-cured pepperoni, 2,446 tonnes of Danish ham, 2,707 tonnes of fresh mushrooms and 2,469 tonnes of chicken breast have been used to make pizzas since 1985 – that's the same weight as 25,000 adult giraffes!
9. The South East is the pizza hotspot of the UK, accounting for more than a third of Domino's sales in 2004.
10. The largest pizza order in the UK was placed in 2005 when Barclays Bank and The Woolwich ordered 1,708 pizzas for staff in 805 different outlets.
11. Justin Timberlake, Joss Stone and McFly are all Domino's pizza fans. While Justin and Joss favour Cheese and Tomato Danny Jones from McFly loves Domino's Texas Barbeque®.
12. The UK's favourite pizza is Pepperoni Passion® (pepperoni and extra cheese) closely followed by the Texas BBQ® pizza (BBQ sauce, roast chicken, smoky bacon, green peppers and onion).
13. In 2004, Domino's introduced the UK's first double decker pizza – Double Decadence™ and Delight Mozzarella, a reduced fat mozzarella with 33% less fat.
14. Domino's was the first delivery company to introduce HeatWave™ technology – a heated bag using N.A.S.A technology to minimise heat loss during delivery.
15. Domino's also invented a much-needed solution to soggy pizza by developing the first ever corrugated pizza box.
16. Domino's has set up a Test Base Forum to research and test new delivery innovations like Hoverboard delivery, GPS trainers for delivery drivers and even pedal bike delivery.
17. Domino's holds the Guinness™ World Record for the furthest food delivery. The pizza was made at the Domino's store in Feltham, Greater London and then delivered to the set of Neighbours in Melbourne, Australia – a total of 10,532 miles away.
18. Domino's occupies 357,000 sq. ft. of retail space, that's the equivalent of 74 full-size football pitches.
19. Domino's shares its 20th birthday with Trivial Pursuit - another great British institution.
20. Domino's offers more ways to order home delivery pizza than anyone else. Customers can order via the national hotline 087 12121212, online at dominos.co.uk, through Sky Active interactive television, their local store phone number or call into their local store. To find the nearest store, customers can text 61212.

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Notes to Editors

For further information, photography or interview requests please contact the Domino's Pizza Press Office on 0207 908 6576 or email dominos@lexispr.com

- Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery.
- This year Domino's celebrates its 20th anniversary in the UK and today remains the UK's leading player in the fast growing pizza delivery market, with 380 stores nationwide.
- Domino's Pizza is dedicated to delivering hot, freshly made pizza to customers on time every time. Using fresh and fine ingredients, a typical Domino's menu offers customers millions of different pizza combinations, reaffirming pizza's long-held place as the world's most flexible and appealing food.
- As well as calling or visiting the local store, customers can now order from Domino's via the national hotline 087 12121212, online at www.dominos.co.uk or through Sky Active TV. Customers can find their local store by sending their postcode via SMS to 61212.

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