

NEWS



30 December 2004

DOMINO'S DOUGH-RAISING TOPS A TASTY €25,000 FOR BARRETSTOWN

Domino's Pizza in Ireland is pleased to announce that its 'dough-raising' for the children's charity Barretstown has contributed to a total donation by the pizza delivery company in excess of €25,000 this year.

Domino's Pizza stores nominated Barretstown as their charity of choice in 2004 and following the success of this year's fundraising efforts will continue to 'dough-raise' for the charity throughout 2005.

The 23 strong chain of Domino's stores across Ireland joined forces in September, donating money for every order placed on Mondays throughout the month. This 'Magic Monday' activity raised over €10,000 bolstering the initial €15,000 donation made at the beginning of the year. Financial contributions were also supported by hands on activity at the camps with pizza making workshops.

At its 500-acre base in Ballymore Eustace, Barretstown organises residential therapeutic camps for over 1,200 children with cancer and other serious illnesses from Ireland and 20 countries across Europe. The charity also hosts specially designed camps for the siblings and parents of the children who visit Barretstown.

Tim O'Dea from Barretstown said; "The Domino's Pizza stores across Ireland have been a great support to Barretstown this year and we are thrilled that they have nominated us again next year as their charity of choice. We are really looking forward to working with them again in 2005"

Kevin Blessing from Domino's Pizza in Dublin added;

"Domino's is dedicated to delivering more than great tasting pizza to our local communities. Barretstown is a wonderful

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charity and we are proud to support it and the work that it does with children throughout Ireland and Europe. The Domino's teams in Ireland are set for further dough-raising next year and I would like to take this opportunity to thank our customers for their support of our charity efforts throughout 2004."

Notes to Editors:

What Does Barretstown Do?

Barretstown, at Ballymore Eustace, Co Kildare, provides a medically-endorsed programme of arts, adventure and fun activities for children with cancer and other serious illnesses. By facing new challenges in a supportive environment, these children rediscover their self-esteem, improve their self-image and find new skills to help cope with their illness – all adding up to 'Serious Fun'. All children who come to Barretstown do so entirely free of charge, including round trip transportation. Barretstown relies on the generosity of individuals, companies like Domino's Pizza, and foundations to fund the €4 million it costs annually to run our programmes.

2004 is the tenth anniversary of the founding of Barretstown by actor Paul Newman.

Domino's Pizza

Domino's Pizza is the world's leading pizza delivery company and was founded in the United States in 1960. There are currently more than 7,000 stores operating in 50 international markets. The first store opened in Ireland in Dublin, in 1991.

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Barretstown

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