



For Immediate Release

## **MIMI'S POWER OF PINK CAMPAIGN PROMISES TO HELP WOMEN NOW**

*Mimi's Cafe supports the National Breast Cancer Foundation's mission to save lives*

IRVINE, CA (Oct. 1, 2012) – [Mimi's Cafe](#)® announces its partnership with [National Breast Cancer Foundation](#) (NBCF) and launches the Mimi's [Power of Pink](#) campaign in October, Breast Cancer Awareness Month. All 145 Mimi's locations will raise awareness and funds in support of NBCF's mission to save lives through early detection and by providing mammograms for women in need. Mimi's kicks off the campaign Oct. 1 with a special offer: Wear pink to Mimi's and receive a FREE seasonal Pumpkin Spiced Muffin with any purchase. There will be more ways to participate throughout the month.

Breast cancer is one of the leading causes of death in women, and 1 in 8 will develop breast cancer in her life-time. "The breast cancer statistics out there are startling and scary, but the good news is there is hope. When breast cancer is detected early, in the localized stage, the 5-year survival rate is 98.6%. That is why it is important to do our part and support the National Breast Cancer Foundation and their mission to inform women about breast cancer and early detection," explains Mark Mears, President and Chief Concept Officer of Mimi's Cafe. "Together, Mimi's Cafe, our guests and our teammates, have the power to help women NOW within our local communities!"

### **A Pink Celebration**

In Irvine, Mimi's Cafe will host a pink ribbon tying ceremony and honorary toast with special guest Janelle Hail, Founder and CEO of National Breast Cancer Foundation, breast cancer survivors and supporters. Across the nation, Mimi's will also debut two "Sparkling Pink" drink selections. With each Sparkling Pink Passion Mimosa and Pink Passion Sparkler drink sold through Oct. 31, a portion of the proceeds will be donated to National Breast Cancer Foundation.

"We are so proud to be working with Mimi's Cafe in the month of October for Mimi's Power of Pink campaign," said NBCF Founder Janelle Hail. "Their passion and efforts to empower women aligns with our mission to provide resources that save lives. Together, we are helping to fill a critical need: supporting women to take active responsibility for their health."

### **Give and Help Grow**

Throughout October, guests can donate \$1 and receive a leaf to inscribe and hang on the "Giving Tree" display. With a \$5 donation, guests also receive a limited-edition pink ribbon lapel pin. All proceeds will be donated to National Breast Cancer Foundation. As a token of thanks, Mimi's is providing up to \$30 in

coupon savings for those making in-restaurant donations. Guests can also support Mimi's Power of Pink online with eGift card donations and donations on the digital "Giving Tree." Similar to the tree in each restaurant, the digital tree will grow to life as a leaf appears with each heartfelt donation.

The "tree of life" became a powerful metaphor for the National Breast Cancer Foundation. "When founder Janelle Hail first discovered she had breast cancer, she looked out of her window and was mesmerized by a leaf on a tree," Mears said. "That visual of vibrant beauty and tenacity was a turning point and she resolved to not let cancer defeat her. Today, the tree stands as a message of hope and strength and was the inspiration for our campaign and our Giving Tree."

### **Share on Social and Pink It Up**

In addition to donating, guests can help spread awareness with Mimi's new Pink It Up web app. Upload and customize a photo with pink accessories to show support for breast cancer awareness. The "pinkified" photo can then be shared with family and friends on social media sites.

Whether through donations or awareness, in-restaurant or online, Mimi's Cafe encourages all guests, teammates and friends to become involved in Mimi's Power of Pink and help plant the seed of hope for the future of all women.

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### **ABOUT MIMI'S CAFE**

Mimi's Cafe, a French-inspired casual dining restaurant, has 145 locations in 24 states. Mimi's Cafe is a wholly owned subsidiary of Bob Evans Farms, Inc., a publicly traded company (NASDAQ: BOBE), known and loved for its delicious breakfast, lunch and dinner menus, friendly service and charming, stylish décor.

### **ABOUT NATIONAL BREAST CANCER FOUNDATION**

Recognized as one of the leading breast cancer organizations in the world, the National Breast Cancer Foundation's (NBCF) mission is to save lives through early detection and to provide mammograms for those in need. A recipient of Charity Navigator's highest 4-star rating for eight years, NBCF provides women "Help for Today...Hope for Tomorrow®" through its [National Mammography Program](#), [Beyond The Shock®](#), [Early Detection Plan](#), [MyNBCF online support community](#), and breast cancer research programs. For more information, please visit [www.nbcf.org](http://www.nbcf.org).