



**FOR IMMEDIATE RELEASE**

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## **Boston Market® Announces Partnership with Give Kids The World**

*Boston Market will donate percentage of holiday sales to organization in 2008 and will open no-charge location in 2009*

GOLDEN, Colo (October 28, 2008) – Boston Market announced today their new partnership with Give Kids The World (GKTW) a non-profit organization in Central Florida that fulfills the wishes of children with life-threatening illnesses.

As a centerpiece of this partnership, Boston Market will open a location in the GKTW Village in early 2009. Here, Boston Market employees and GKTW volunteers will provide delicious and nutritious dinners for families staying at the Village free of charge.

“We are dedicated to giving back to the communities we serve, and we are proud to provide our support to this incredible organization,” said Rick Arras, president and CEO of Boston Market. “Boston Market has been referred to as comfort food. We feel there is no better place to deliver this comfort than to the families staying at Give Kids The World.”

This holiday season, Boston Market restaurants will also develop a GKTW coupon booklet with \$35 in restaurant values. These booklets will be available in restaurants November 1, 2008 and will cost only \$1. All proceeds from these booklets will be donated to the organization.

“The holidays are a season of giving,” said Judy Cantrell, Boston Market chief brand officer. “Through these coupon books, we want to provide a gift to our guests that also gives back.”

GKTW provides families with a weeklong, cost-free, fantasy vacation, providing accommodations at its resort, tickets to local theme parks, all meals, and more. For the last 22 years, over 90,000 families from 50 states and 67 countries have visited this Village in Kissimmee, Florida. GKTW is a nationally recognized charity, with 93 cents of every dollar raised going toward program expenses.

“Our focus is on children and their families and allowing them to have magical and memorable vacations, said Pamela Landwirth, president of Give Kids The World.

“Through the generosity and support of Boston Market, we can continue providing these unique dream wish vacations to these special children and families from around the world.”

**About Boston Market**

Boston Market Corporation, based in Golden, Colo., is a leader in the convenient, chef-inspired meals available in restaurants and in leading supermarket chains. For more information, visit the company's Web site at [www.bostonmarket.com](http://www.bostonmarket.com).

**About Give Kids The World**

Give Kids The World Village (GKTW) is a 70-acre, nonprofit resort in Central Florida that creates magical memories for children with life-threatening illnesses and their families. GKTW provides accommodations at its whimsical resort, donated attractions tickets, meals and more for a weeklong, cost-free fantasy vacation. With the help of many generous individuals, corporations and partnering wish-granting organizations, Give Kids The World has welcomed more than 85,000 families from all 50 states and over 60 countries

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