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Media Contact: Katy Lachky (314) 982-8711  
Leslie Capstick (703) 887 - 5831

## **Boston Market<sup>®</sup> Announces Opening and Dedication of New Restaurant Inside Give Kids The World Village**

*“Katie’s Kitchen” to serve complimentary meals to Village guests*

GOLDEN, Colo (February 4, 2009) – Boston Market today will open a restaurant inside the Give Kids The World (GKTW) Village, a non-profit resort in Central Florida that fulfills the wishes of children with life-threatening illnesses. This restaurant will provide complimentary dinners for wish children and their families staying at the Village. Because the Village does not display brand names, the Boston Market restaurant will be named “Katie’s Kitchen” in honor of a very special young girl who was a guest at the Village.

“Boston Market is 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. “Katie’s Kitchen will serve thousands of amazing children and families who visit Give Kids The World each year.”

GKTW provides families with a weeklong, cost-free vacation in Kissimmee, Florida, including accommodations at its whimsical resort, donated tickets to local theme parks, meals, and more. More than 93,000 families from 50 states and 68 countries have visited the Village during its 22-year history. GKTW is a nationally recognized charity, with 93 cents of every dollar raised going toward program expenses.

“Katie’s Kitchen is the cornerstone of our partnership with GKTW,” said Judy Cantrell, Boston Market chief brand officer. “We enlisted the help and generosity of our employees and customers to raise the necessary funds to build and operate the restaurant, and we’re thrilled to put forth this communal effort for the enjoyment of all Village guests.”

In late 2008, Boston Market developed a coupon booklet that featured stories and images from the Village alongside \$35 for future Boston Market purchases. The booklets were sold in Boston Market restaurants nationwide for one dollar, with the proceeds directly benefiting GKTW. More than 500,000 booklets were sold during the holiday season.

“We are thrilled to offer our guests comforting, complimentary meals from Boston Market,” said Pamela Landwirth, president of Give Kids The World. “Through the generous support of Boston Market we can continue to provide magical experiences that inspire hope for 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 93, 000 families from all 50 states and over 65 countries.

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