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**For Immediate Release**

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## **How Much Ice Cream & Pizza Can You Eat for Your Community?**

### **CiCi's Pizza and Cold Stone Creamery in Watertown Helping to Raise Money for the Watertown Urban Mission's Programs & Campaign**

All You Can Eat Restaurant and Customizable Ice Cream Parlor Making a Difference Locally

WATERTOWN (September 17, 2013) – The locally owned franchises that have taken all you can eat and customizable dining options to a new level are working to ensure the Watertown Urban Mission has the funding it needs to serve a growing number of neighbors in need now and well into the future.

“We see the impact the Watertown Urban Mission has on the community and we want to be a part of that,” said Ben Gilchrist, assistant manager. “As locally owned franchises, we have a stake in this community and we know how important it is to give back. By partnering with the Watertown Urban Mission, we know that we are going to make an impact in our community with every dollar we give and every dollar we help raise.”

For the past week, and through October 12<sup>th</sup>, both CiCi's Pizza and Cold Stone Creamery in the Stateway Plaza off Arsenal Street have teamed up with their customers to show their support for the Mission by selling “pin-ups” or cards for donors to put their names on to show support for the Mission's “Mission: Possible” capital campaign. Pinups can be bought for \$1 each or more and each donor is encouraged to get their name on the wall to show their support. The funds raised by their sale will help make the Mission's facilities safer, more efficient and better suited to serve neighbors in need.

On October 9, the restaurant, which is celebrating its second year in Watertown, and the parlor will both donate 10 percent of all sales from 4 p.m. until close at 10 p.m. to support programs at the Watertown Urban Mission. Ten percent of your check – whether you knowingly come in to support the Mission or just because you wanted some pizza and ice cream – will go to help neighbors in need with food, clothing, medical supplies, furniture, housing, help overcoming addiction and more.

“We are grateful to the ownership and management of CiCi's Pizza and Cold Stone Creamery for their support,” said Erika Flint, Watertown Urban Mission executive director. “They truly have a heart for the community in which they do business. Plus, this is an easy fundraiser to be a part of. After all, it's pizza and ice cream for your community.”

All patrons of the restaurant during the event will be a part of the promotion. No special coupons or verbal commitment to your server will be needed.

“We are excited to celebrate our second year in business and we thought it was only fitting to thank the people who have made this franchise a success by giving back to our customers with special sales and our community by raising money,” Gilchrist added. “The Watertown Urban Mission has been making this community stronger for 45 years by bringing people together to help their neighbors. As a locally owned franchise, we want to be a part of that because we have a stake in this community. By partnering with the Mission, we know that we are going to make an impact in our community with every dollar we give and every dollar we help raise.”

The Watertown Urban Mission brings community minded individuals, businesses, organizations and churches together to help families through difficult times with programs that provide food and drink, offer clothing and other household needs, assist the homeless in securing housing, give the addicted and imprisoned a chance to get their lives back on track, aid the sick with prescriptions and help getting to medical appointments, and more. Through generous donor and volunteer support, the Watertown Urban Mission helps neighbors to rise above difficult circumstances, which, in turn, strengthens our community as a whole.