



247 Factory St., Watertown, NY 13601—(315) 782-8440 - (315) 782-8441  
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**For Immediate Release**

Contact Drew Mangione, Director of Development

## **Endless Buffet at Family Friendly CiCi's Pizza & Custom Ice Cream at Cold Stone Creamery to Benefit Your Watertown Urban Mission**

Locally-owned National Brands Raising Money and Giving Back to Help Struggling Families

WATERTOWN (September 24, 2014) –For the next two weeks, CiCi's Pizza and Cold Stone Creamery in the Stateway Plaza off Arsenal Street be raising money for your Watertown Urban Mission by selling pinups and hosting a benefit night with proceeds of every sale going to help your neighbors in need.

“Giving back to the community is at the heart of what we do at CiCi's Pizza and Cold Stone Creamery here in Watertown and we're excited to team up with the Watertown Urban Mission again this year,” said Joel Berthet, CiCi's General Manager. “We know that the Watertown Urban Mission stretches every donation to do so much good in our community, so we're glad to be part of those efforts.”

Last year, the restaurants raised \$551 for your Mission. This year, CiCi's Pizza will again sell the pinups for a \$1 suggested donation starting today through Wednesday, October 8, when both restaurants will host a benefit night and donate with 10 percent of all sales from 4 p.m. to 9 p.m. – whether you knowingly come in to support the Mission or just because you wanted some pizza or ice cream. All patrons will be a part of the promotion. No special coupons or verbal commitment to your server will be needed. All proceeds will help neighbors in need through the Mission's programs.

“Everyone loves pizza and ice cream, and of course, it's 100 percent guilt free when you're supporting your community,” said Erika Flint, Watertown Urban Mission executive director. “We're grateful to again partner with the management, owners and staff of CiCi's Pizza and Cold Stone Creamery, who have been so wonderful to the Mission and our community.”

CiCi's Pizza and Cold Stone Creamery in Watertown are locally-owned and operated restaurants with national brands offering great food at reasonable prices and unique ice cream options.

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 Mission helps neighbors to rise above difficult circumstances, which, in turn, strengthens our community as a whole.