



## **BOSTON PIZZA INTRODUCES THE HEART-SHAPED SMILE PIZZA IN SUPPORT OF KIDS HELP PHONE**

Toronto Stock Exchange: BPF.UN

MISSISSAUGA, ON, April 28, 2020 /CNW/ – Boston Pizza wants you to enjoy a smile and share some love in support of Kids Help Phone. Starting April 29, order a small, Heart-Shaped Smile Pepperoni Pizza and \$1 from every pizza sold will go to support Kids Help Phone. Boston Pizza offers heart-shaped pizzas every Valentine's Day, and decided to bring this guest-favourite back, for a limited time, to spread some love and support a great cause. "Boston Pizza's locally-owned restaurants have a history of giving back within their communities, as does Boston Pizza Foundation Future Prospects; this is a great opportunity to support Kids Help Phone at a time when it matters most", said Peter Blackwell, SVP Marketing.

Kids Help Phone is one of four charity partners that Boston Pizza supports through Boston Pizza Foundation Future Prospects (BPFFP). During the COVID-19 pandemic, Kids Help Phone has seen a significant increase in calls and texts from youth looking for support. "Kids Help Phone has experienced a nearly 400% increase in calls/texts related to COVID-19 since mid-March, pointing to the depth and breadth of the mental health impact on Canada's youth", said Katherine Hay, President and CEO of Kids Help Phone.

Boston Pizza restaurants are currently operating for Take-Out and Delivery, offering a variety of at-home meal options for Canadians. Heart-shaped smile pizzas will be available to order from [www.BostonPizza.com](http://www.BostonPizza.com), on the Boston Pizza app or by phoning your local BP. The heart-shaped smile pizzas will be available as small, pepperoni pizzas.

### **About Boston Pizza**

Boston Pizza is Canada's number one casual dining brand with annual gross sales of over \$1.1 billion, and serving more than 50 million guests through 395 mainly franchisee operated restaurants. The Boston Pizza brand has successfully existed for over 50 years since opening its first restaurant in Edmonton, Alberta in 1964. Boston Pizza International Inc. has been recognized as a Platinum Member of Canada's 50 Best Managed Companies and has been a Franchisees' Choice Designation winner for eight consecutive years. <https://bostonpizza.com/en/index.html>

### **About Boston Pizza Foundation Future Prospects**

Boston Pizza Foundation Future Prospects was established in 2014 to raise funds and awareness for organizations that provide kids in Canada with role models and mentoring programs. Boston Pizza Foundation Future Prospects is proud to partner with Big Brothers Big Sisters, Kids Help Phone, Live Different and the Rick Hansen Foundation. Since its inception in 1990, the Boston Pizza Foundation has raised and donated more than \$30 million to directly improve the health and well-being of children and families. <https://bostonpizza.com/en/index.html>



### **About Kids Help Phone**

Kids Help Phone is Canada's only 24/7, national support service. They offer professional counselling, information and referrals and volunteer-led, text-based support to young people in both English and French. Right now, they are receiving a major surge in service requests from youth experiencing anxiety from the COVID-19 crisis, as Kids Help Phone is the only national service of its kind. Their mission is to ensure youth are never alone as we all face an unprecedented global crisis with the COVID-19 pandemic. Visit [www.kidshelpphone.ca](http://www.kidshelpphone.ca) for more information.

Connect with Boston Pizza on Facebook at <https://www.facebook.com/BostonPizza/>

Connect with Boston Pizza on Twitter at <https://www.twitter.com/BostonPizza/>

Connect with Boston Pizza on Instagram at <https://www.instagram.com/BostonPizzaCanada/>

For more information, please contact:

Marian Raty

Director of Communications, Boston Pizza International

[ratym@bostonpizza.com](mailto:ratym@bostonpizza.com)



Boston Pizza is bringing back their iconic heart-shaped pizza and adding a smile – and \$1 from every pizza sold will go to support Kids Help Phone