



## **BOSTON PIZZA EXTENDING REDEMPTION OF KIDS CARDS**

*The deadline to redeem BP Kids Cards has been extended to August 16, 2020 and Kids Cards are now redeemable for take-out and delivery orders over the phone*

MISSISSAUGA, ON, April 15, 2020 – For over 13 years, Canadians have supported the Boston Pizza Foundation Future Prospects (BPFFP) charity through the purchase of Boston Pizza Kids Cards, proceeds from which are donated to BPFFP in return for 5 free kids meals for the purchaser. For Kids Cards purchased during the 2019 campaign, Boston Pizza has extended the deadline for redemptions to August 16, 2020 and lifted the normal ‘dine-in’ only redemption restriction so that cards can now also be used for take-out and delivery orders placed over the phone. “We are currently operating for Take Out and Delivery only and want to ensure guests with Boston Pizza Kids Cards can continue to redeem for their free Kids Meals during this extended period of social and financial constraint.”, said James Kawalecki, VP Marketing.

Since its inception in 2006, Boston Pizza’s annual Kids Card fundraiser has raised funds to support role modelling resources for young people in Canada. In 2019, the campaign raised a record \$1.2 million dollars in support of partner charities.

The 2019 Kids Card campaign ran from August 27 to October 6, with Kids Cards available in all Boston Pizza restaurants across Canada and online at BostonPizza.com. For a minimum donation of \$5 to BPFFP, each BP Kids Card purchased can be redeemed for five free kids meals at Boston Pizza locations. As an extra bonus, guests can register their Kids Card on their MyBP account online to receive a sixth free kids meal. Since it began in 2006, the Kids Card promotion has generated more than \$8 million in donations, helping Boston Pizza Foundation provide 200,000 hours annually of valuable time with role models for Canadian youth through charity partners including Kids Help Phone, Big Brothers Big Sisters, Live Different and the Rick Hansen Foundation.

To redeem your kids card meal, just call your local BP and have your Kids Card handy. The standard conditions apply, including a minimum \$16 purchase per FREE Kids Meal redeemed. All applicable conditions can be viewed [here](#).



### **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.

### **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.

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