

## **DRAGON SIGHTING: JIM TRELIVING VISITS BOSTON PIZZA VERNON AND KELOWNA**

*Watches Dragons' Den with fans and makes special donation to local Cops For Kids*

**December 9, 2010 – Richmond, BC** – There was a dragon spotted in the Okanagan area last night, but this dragon arrived bearing smiles, handshakes and a cheque for \$10,000. Jim Treliving, Chairman and Owner of Boston Pizza International and a 'Dragon' on CBC Television's hit show Dragons' Den, joined fans at two Boston Pizza locations to watch the December 8<sup>th</sup> episode of the popular show and to make a special announcement benefiting Cops For Kids.

Prior to presenting Cops For Kids with a cheque for \$10,000 in Kelowna, Treliving visited with Dragon's Den fans at Boston Pizza in Vernon to watch the Eastern-Canada feed of the show, sign some autographs and answer questions from fans. It was a return back to where it all began for Treliving who made the jump into the business world after leaving the RCMP in 1974 to open a Boston Pizza franchise in Penticton.

"I am thrilled to be back here in the Okanagan to visit with friends at Boston Pizza, watch Dragon's Den with fans of the show, and make a very exciting announcement benefiting Cops for Kids," said Mr. Treliving. "We have a long-standing relationship with Cops For Kids and we're delighted to be here tonight to continue lending support to this wonderful organization that helps so many children in these communities."

The Cops for Kids Charitable Foundation raises funds throughout the year to support children in crisis that live in the South-East corner of British Columbia. The Signature Event, the Cops for Kids Bike Ride takes place each September as members of the Royal Canadian Mounted Police and support staff, ride to raise funds and awareness to support children, their little ambassadors.

"We are thrilled and very thankful for the ongoing support we receive from the local Boston Pizza franchisees as well as the Boston Pizza Foundation," said Gail Harrison, President and Rider, Cops For Kids. "The money generously donated tonight will continue to help us support local kids and families in crisis."

"Boston Pizza is proud to support Cops For Kids and do our part to give back in the communities where we live and operate our restaurants," says Cheryl Treliving, executive director, Boston Pizza Foundation. "Since its inception, the Boston Pizza Foundation has raised and donated more than \$10.5 million through various fundraising initiatives in Boston Pizza restaurants from coast to coast."

### **About Boston Pizza**

Boston Pizza International Inc. is Canada's No. 1 casual dining brand with more than 340 restaurants in Canada. Annually, Boston Pizza serves more than 40 million guests. The company has been recognized as one of Canada's 50 Best Managed Companies and was named one of Canada's 10 Most Admired Corporate Cultures by Waterstone Human Capital for 2007 and 2008. Boston Pizza International Inc. is located in Richmond, B.C. and has regional offices in Mississauga, Ontario and Laval, Quebec. For more information visit [www.bostonpizza.com](http://www.bostonpizza.com).

### **About Cops For Kids**

Cops for Kids Charitable Foundation raises funds year round to help support children who must endure mental, physical and emotional crisis in the Southern Interior of British Columbia. Over the past ten years

Cops for Kids has raised over \$1.5 million dollars in support of these children. RCMP detachments throughout the Interior work together with our dedicated supporters to help children in each community. To find out how you can make a difference for a child in your community, visit [www.copsforkids.org](http://www.copsforkids.org)

### **About the Boston Pizza Foundation**

The Boston Pizza Foundation raises funds for many charities across Canada, including Kids Help Phone, Juvenile Diabetes Research Foundation and the Heart and Stroke Foundation of Canada. Since its inception in 1990, the Boston Pizza Foundation has raised more than \$10.5 million through various fundraising initiatives, the money raised supports local, national, and global non-profit organizations, all of which directly improve the health and well-being of children and families.