



## Domino's® to Raise 'Dough' for St. Jude Children's Research Hospital® with 14th Annual St. Jude Thanks and Giving® Campaign

October 23, 2017

**Order the St. Jude Meal Deal or add a donation to your order to support families at St. Jude**

ANN ARBOR, Mich., Oct. 23, 2017 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) is launching its 14th annual St. Jude *Thanks and Giving*® campaign to raise "dough" for the kids of St. Jude Children's Research Hospital®. **The recognized world leader in pizza delivery's** campaign begins today, Oct. 23, 2017, and runs through Jan. 7, 2018.



Domino's will ask customers online, over the phone and in stores to support St. Jude by adding a donation to their order or rounding up their order total to donate the change. Select customers enrolled in Domino's Piece of the Pie Rewards® loyalty program will be offered an opportunity to earn bonus points by donating. Details will be emailed to eligible customers during the campaign.

Customers can also help the kids of St. Jude by purchasing the St. Jude Meal Deal – a bundle that includes two medium one-topping Hand Tossed pizzas, a 16-piece order of Parmesan Bread Bites, an eight-piece order of recently-introduced Cinnamon Bread Twists, a two-liter of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99.

"Everyone at Domino's is looking forward to coming together to raise awareness and funds for St. Jude Children's Research Hospital, an organization that has grown to be a key part of our culture over the last 14 years," said Patrick Doyle, Domino's president and CEO. "We hope customers will join us in making this the most prosperous fundraising campaign yet."

Domino's has raised more than \$38 million for St. Jude since becoming a national partner in 2004, and in 2015 committed to raise an additional \$35 million by 2023. In 2016, Domino's and its customers raised \$7.3 million. This year, Domino's is hoping to raise

\$7.5 million with the help of customers across the country.

The Domino's team has also embraced St. Jude as its national charity partner outside of the St. Jude *Thanks and Giving* season. During September, Childhood Cancer Awareness Month, hundreds of team members in 25 cities participated in the St. Jude Walk/Run to End Childhood Cancer, raising more than \$135,000 for the hospital.

"I am so grateful for our continued partnership with Domino's and their commitment to the children of St. Jude," said Marlo Thomas, St. Jude Children's Research Hospital national outreach director. "Because of the incredible support from Domino's and their customers, holiday shoppers can help raise awareness and funds that directly support the research that leads to lifesaving treatments for these precious children across the country and around the world."

Created by Marlo, Terre and Tony Thomas – children of St. Jude founder Danny Thomas – the St. Jude *Thanks and Giving* campaign asks people to "Give thanks for the healthy kids in your life, and give to those who are not" in order to help St. Jude continue its lifesaving mission: Finding cures. Saving children.® St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to more than 80 percent since it opened more than 50 years ago, and they won't stop until no child dies from cancer.

#### **About Domino's Pizza®**

Founded in 1960, Domino's Pizza is the recognized world leader in pizza delivery, with a significant business in carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of more than 14,400 stores in over 85 international markets. Domino's had global retail sales of nearly \$10.9 billion in 2016, with more than \$5.3 billion in the U.S. and more than \$5.5 billion internationally. In the third quarter of 2017, Domino's had global retail sales of more than \$2.8 billion, with nearly \$1.4 billion in the U.S. and over \$1.4 billion internationally. Its system is comprised of independent franchise owners who accounted for over 97% of Domino's stores as of the third quarter of 2017. Emphasis on technology innovation helped Domino's reach an estimated \$5.6 billion in global digital sales in 2016, and has produced several innovative ordering platforms, including Google Home, Facebook Messenger, Apple Watch, Amazon Echo, Twitter and text message using a pizza emoji. In late 2017, as part of an industry-first collaboration with Ford Motor Company, Domino's began a meaningful test of delivery using self-driving vehicles.

Order – [dominos.com](http://dominos.com)

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