



## Domino's® to PLAY LIVE for St. Jude Children's Research Hospital®

December 8, 2017

**Team members will stream live on Twitch from Domino's World Resource Center to raise 'dough'**

ANN ARBOR, Mich., Dec. 8, 2017 /PRNewswire/ -- Team members from **Domino's Pizza** (NYSE: DPZ), **the recognized world leader in pizza delivery**, will try their hand at video games this weekend to raise funds and awareness for [St. Jude Children's Research Hospital](#)® as part of St. Jude PLAY LIVE, a program that encourages participants to stream their video games while raising money for kids fighting cancer and other life-threatening diseases.



On the evening of Friday, Dec. 8, and on Saturday, Dec. 9, the Domino's PLAY LIVE team will stream video games on their [Twitch channel](#) from the Domino's World Resource Center in Ann Arbor, Michigan. The stream will feature popular Twitch broadcaster Dizzy (SPACE) Dizaster. Donations can be made to the Domino's Games PLAY LIVE [team page](#) on Tiltify, a platform used to collect donations during St. Jude PLAY LIVE events.

"We are proud of our 14-year partnership with St. Jude Children's Research Hospital," said Jenny Fouracre, spokesperson at Domino's. "St. Jude PLAY LIVE is a perfect example of how our team members look for innovative, fun ways to engage with St. Jude throughout the year."

This is the third year Domino's has participated in St. Jude PLAY LIVE, one of multiple ways Domino's team members engage with St. Jude. Domino's named St. Jude as its national charitable partner in 2004, and has since raised more than \$38 million. Domino's recently launched its 14th annual St. Jude *Thanks and Giving*® campaign.

### **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.

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### **About St. Jude Children's Research Hospital®**

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. Treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent, and we won't stop until no child dies from cancer. St. Jude freely shares the discoveries it makes, and every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live. Join the St. Jude mission by visiting [stjude.org](https://stjude.org), liking St. Jude on Facebook ([facebook.com/stjude](https://facebook.com/stjude)) and following us on Twitter ([@stjude](https://twitter.com/stjude)).

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