



## Domino's® to Raise 'Dough' for St. Jude Children's Research Hospital® with 15th Annual St. Jude Thanks and Giving® Campaign

October 22, 2018

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

ANN ARBOR, Mich., Oct. 22, 2018 /PRNewswire/ -- Domino's Pizza (NYSE: DPZ) is raising "dough" for the kids of St. Jude Children's Research Hospital® for the 15th straight year as part of the St. Jude *Thanks and Giving*® campaign. **The recognized world leader in pizza delivery's** fundraising efforts begin today, Oct. 22, 2018, and will continue through Jan. 6, 2019.



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 Cinnamon Bread Twists, a two-liter of Coca-Cola® and a \$1 donation to St. Jude – for \$19.99.

"Domino's is proud to launch our 15th St. Jude *Thanks and Giving*® campaign," said Ritch Allison, Domino's CEO. "We're grateful for the opportunity to help the kids of St. Jude by offering our customers and neighborhoods an easy way to contribute during the campaign."

Franchisees across the country have embraced St. Jude as part of the Domino's culture. Many create additional fundraising events for team members and customers. Lee Prior's team in Maine holds multiple team member-focused and customer-focused events to benefit St. Jude, including 3-on-3 basketball tournaments, art shows and auctions. In Indiana, Jim Gronemann invites children in the community into his store for a fun pizza-making event in exchange for a donation to the kids of St. Jude.

Domino's has raised more than \$47 million for St. Jude since becoming a national partner in 2004, and in 2015 committed to raise an additional \$35 million by 2023. Domino's and its customers raised more than \$8.6 million during the 2017 campaign. This year, Domino's is hoping to raise \$9.5

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 Domino's team members in 27 cities across the country participated in the St. Jude Walk/Run to End Childhood Cancer, raising more than \$153,000 for the hospital. Each spring, Domino's hosts a video game marathon at its headquarters in Ann Arbor, Michigan as part of St. Jude PLAY LIVE.

"I am so grateful to Domino's for their commitment to the children of St. Jude," said Marlo Thomas, National Outreach Director for St. Jude Children's Research Hospital. "Fifteen years ago we created this campaign to uphold my father Danny's promise that no family ever pays St. Jude for anything. The overwhelming support from Domino's will once again provide an opportunity for holiday shoppers to raise funds that directly support the research that leads to life saving treatments for 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 largest pizza company in the world based on global retail sales, with a significant business in both delivery and carryout pizza. It ranks among the world's top public restaurant brands with a global enterprise of over 15,300 stores in over 85 markets. Its system is comprised of independent franchise owners who accounts for over 97% of Domino's stores. In the U.S., Domino's generates over 60% of sales via digital channels 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, Domino's began an industry-first test of self-driving vehicle delivery with Ford Motor Company – and in April 2018, launched Domino's HotSpots™, featuring over 200,000 non-traditional delivery locations including parks, beaches, local landmarks and other unique gathering spots.

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