



Domino's Supports Charlotte by Offering the Unemployed FREE Domino's Gift Cards and American Idol Live Tickets

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CHARLOTTE, N.C., July 28, 2009 /PRNewswire-FirstCall via COMTEX/ -- WHAT: Domino's Pizza wants to boost the spirits of the unemployed in Charlotte by giving away 270 free pizza gift cards and four tickets to American Idol Live. Domino's invites those with unemployment letters or verification of unemployment to stop by one of the two selected Charlotte Domino's locations to receive a \$15 gift card. Each Charlotte location will have 135 gift cards; the first 135 eligible people at each location will receive a gift card. In addition, Domino's will be giving away two FREE tickets at each location to American Idol Live! The first eligible person at each location will receive two tickets to American Idol Live on August 1 at the Time Warner Cable Arena.

WHY: "We know times are hard, it is a reality we are all facing," said Mack Patterson, local Domino's owner. "But we want to revitalize those struggling with unemployment. We want to give those a chance to go out and enjoy a night of entertainment. Our goal is to heighten the spirits of many in Charlotte, so we're going to, one gift card at a time."

WHERE: Stop by one of the two participating Charlotte Domino's locations:

16625 Lancaster Highway, Suite 103 Charlotte (Opens at 10:30 a.m.)

(At the corner of Lancaster Highway and Ardrey Kell)

3233 The Plaza Charlotte (Opens at 10:30 a.m.)

WHEN: July 29 - August 5, begins when doors open on Wednesday, July 29

Offer valid while supplies last, must present verification of unemployment. Limited to one per person, per verification of unemployment. Carry-out only, no substitutions. This offer cannot be combined with any other offer.

SOURCE Domino's Pizza

<http://www.dominos.com>