

# PRIMANTI BROS.®

## Let's face it.

Fundraising is *almost never* fun. It's a lot of work and it can be a lot of stress on your committee – whose focus and energy should be directed to excelling in their other activities.

Honestly, we get it. For more than 84 years the Primanti Bros. family has been raising families of our own. Little League. Marching band. Gymnastics. Boy Scouts. Football. We've done it all. And finally, we've figured out a way to make it work.

Here's the deal – we want to be able to *really* help Coaches vs. Cancer. A few hundred bucks from a community night or family fundraiser is nice, but it's not going to go too far in today's world to help CVC achieve its fundraising goals.

To ensure we're really making an impact, Primanti Bros. has created the **Hometown Edge** program – and your fundraising team has already signed you up.

Here's how it works:

Everyone involved with CVC will be given a few Primanti Bros. **Hometown Edge** ID cards. The cards will be available through December 31, 2017. For the duration the year *every time* that you dine with us, we'll give back 10% of your total bill to help support your group.

It's not just a single community night, it's weeks and weeks, months and months of community nights back-to-back.

Whether you're stopping in for a meal with the family, your kids are stopping by on the way to the movies or even if you're stopping for Happy Hour with co-workers – CVC will get 10% back on everything you order.

All you need to do is show your **Hometown Edge** ID card each time you visit. Because we're supporting multiple community organizations – *it's important to remember that you'll need to present the card each time you visit*, so we know exactly where to direct the funds.

Your **Hometown Edge** ID card is valid only at the address labeled on the card and is good only through the printed expiration date.

So bring the family, bring the team. We're happy to be your pre-game headquarters or your after-meeting hangout.

Each week, a representative from your organization will be in touch with the manager at your local Primanti Bros. to get an update on your progress. If you've got *any* questions, please call the number on your card and ask for a manager.

