

Extreme Pita celebrates their fourth National Pita Day



On November 19th 2014 \$1 from every regular pita sold will be donated to the Heart and Stroke Foundation, plus guests can save \$2 on their purchase.

MONTREAL, Nov. 13, 2014 /CNW Telbec/ - Following the success of last year's campaign, Extreme Pita, a national Canadian franchise announced the celebration of its fourth annual National Pita Day taking place on Wednesday, November 19 2014, and its annual fundraising campaign in support of the Heart and Stroke Foundation™.

"This fundraising event allows us to demonstrate our engagement in the communities we do business in and give back to our loyal guests and Canadians affected by heart disease and stroke. " says Erica Gale, Director of Marketing for Extreme Pita. "The Foundation's work is more urgent than ever, because heart disease and stroke still take one life every seven minutes in Canada."

Extreme Pita spoke with a survivor of cardiac arrest and a Heart and Stroke Foundation ambassador, Sheryl Gill, who says "My dream is that healthy food is as fast, reasonable and accessible as the 'other food' to more Canadians because I know that our healthcare costs would go down." She also gives all Canadians some advice "Eat vegetables! Eat your own weight in vegetables everyday!"

Beginning November 3rd, guests who visit an Extreme Pita location in Canada can purchase a red paper heart for \$2 with all proceeds going to support the Heart and Stroke Foundation's continued efforts in raising awareness of heart disease and stroke. The two week campaign ends on Wednesday, November 19th when Extreme Pita locations across Canada will donate \$1 from every regular pita sold. Guests can also enjoy \$2 off their regular pita as an incentive to support the cause.

Implemented by Extreme Pita in 2011, National Pita Day aims to celebrate and encourage Canadians to live healthier lives. To date, Extreme Pita has raised over \$120,000 for Heart and Stroke Foundation.

About Extreme Pita

Extreme Pita has been delighting guests with healthier great tasting pita sandwiches since 1997. Extreme Pita was the first quick service restaurant to marry old world authentic pita bread with healthier, fresh, and unique flavours. At Extreme Pita, we don't believe you should have to choose between eating something good or eating something good FOR you. Whether you want to indulge or you're looking for something nutritious, our menu will satisfy your craving.

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Image with caption: "4th annual National Pita Day is on November 19th 2014. Left to right: Toni Stratis, Marketing Manager at Extreme Pita, Sheryl Gill, Heart and Stroke Foundation Ambassador and Danielle BeGora, Senior Associate Manager, Corporate Partnerships for the Heart and Stroke Foundation of Canada. Photo credit: Extreme Pita, a division of MTY group. (CNW Group/MTY Food Group Inc.)". Image available at:

http://photos.newswire.ca/images/download/20141113_C8985_PHOTO_EN_7921.jpg

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