



For immediate release

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TAKE BACK YOUR TIME JOINS FORCES WITH PANERA BREAD TO HELP FAMILIES RECLAIM DINNERTIME

September 20, 2006 – Trapped by ballooning workweeks, shrinking vacations, mountains of homework, and marathons of after school activities and weekend sports, when do America’s families get a break? This fall the Seattle-based non-profit Take Back Your Time is joining forces with Panera Bread, recognized for providing handcrafted artisan bread, baked fresh daily in each of its locations nationwide, to promote a campaign to encourage families to take that break and sit down to dinner together.

“Over the past three decades there has been a 33% decrease in families who say they have dinner regularly,” explains William Doherty, a professor of family studies at the University of Minnesota and member of the Take Back Your Time Board of Directors. “And this has very real implications for families and communities. A University of Michigan study found that time eating as a family was a far stronger factor in young children’s academic success and psychological well-being than time spent in school, doing homework, and other extra-curricular activities.”

For the past four years Take Back Your Time has sponsored a national series of events on October 24th – Take Back Your Time Day – to highlight the personal, social, cultural, environmental, spiritual, and economic costs of the 24/7 lifestyle and to offer concrete solutions about how to regain balance.

“This Take Back Your Time Day we’re calling for people to “get back to the table!” and come together to share meals and conversation,” says Take Back Your Time Program Director Gretchen Burger. “Panera Bread feels, as we do, that preserving the family dinner tradition is a worthy pursuit and has committed to help families reclaim the evening meal as family time. We’re excited to be working with Panera Bread to promote time for family and relationships.”

In conjunction with the release of their new handcrafted pizza, Crispani®, which is available exclusively at participating Panera cafes in the evening after 4pm, Panera plans to launch in mid-October a new website, www.reclaimdinnertime.com, with tools and strategies for getting families back to the table.

Ron Shaich, Chairman and CEO of Panera Bread explains, “Our goal is to provide our customers with an atmosphere that encourages conversation and community to make it easy for families to gather and enjoy a meal, even if they’re pressed for time.”

Adds John de Graaf, national coordinator for Take Back Your Time, “We need to get back to the dinner table as families, to the card table as friends, to the ping pong table for recreation. We’re putting all our time into either work or electronic media and our health and relationships are suffering as a result. Taking time out for healthy meals with family and friends is an important step to reclaiming balance in our lives.”

About Take Back Your Time

Take Back Your Time is a national organization addressing the issues of overwork, overscheduling and time poverty. Offering a range of solutions from personal to cultural to workplace to policy, Take Back Your Time supports reclaiming time for family and relationships, health and exercise, and volunteering and community. October 24th is Take Back Your Time Day, an annual event to create a national dialogue about the costs of overwork and overscheduling and to celebrate slowing down and taking back time. "Let's get back to the table!" is the theme for this year's Take Back Your Time Day celebration. Take Back Your Time is an initiative of the Simplicity Forum and a project of the Center for Religion, Ethics and Social Policy at Cornell University. For more information, visit www.timeday.org.

About Panera

Panera Bread serves fresh baked, handcrafted artisan breads, sweet and savory baked goods, hand-tossed salads, wholesome soups, and signature sandwiches in a distinctly warm and welcoming environment. Panera Bread is committed to using high quality ingredients in the food they offer, and making a lasting contribution to the neighborhoods in which their customers and employees live and work through programs like Operation Dough-Nation. Headquartered in Richmond Heights, MO, Panera Bread operates 939 bakery-cafes in 37 states as released in the July 25, 2006 earnings statement. For more information, visit www.panerabread.com.

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