



GRILLED CHEESE TO GO

FOR IMMEDIATE RELEASE

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CHEESEBOY TO REWARD 10,000 ACTS OF KINDNESS DURING NATIONAL GRILLED CHEESE MONTH

Boston-based restaurant concept to recognize Acts of Kindness with grilled cheese sandwich giveaways throughout April, culminating on its third annual Free Grilled Cheese Day on Sunday, April 28

BOSTON – April 1, 2013 – In honor of National Grilled Cheese Month, [Cheeseboy: Grilled Cheese To Go](#) (Cheeseboy) – America’s first quick-service grilled cheese franchise concept – announced today its plans to identify and reward 10,000 individuals demonstrating acts of kindness throughout the Northeast in April. During the month, Cheeseboy will surprise individuals or groups doing something kind for others or their communities with free grilled cheese sandwich vouchers. Each person caught in an act of kindness will receive one voucher to keep and one to pay it forward to someone else engaged in a selfless act.

“From the day we opened the first Cheeseboy restaurant, our company has been focused on giving back and trying to make a difference in the communities we serve, so it seemed like a natural extension of our culture to recognize 10,000 deserving individuals through our Acts of Kindness giveaway,” said Michael Inwald, founder and president of Cheeseboy. “We have been sincerely grateful for the generosity we’ve received from the communities in which Cheeseboy has been operating over the years, and we hope this is just one way we can return the kindness during National Grilled Cheese Month.”

In addition to surprising groups and individuals in the Northeast through various volunteer events and programs, Cheeseboy has empowered each employee within the company to directly identify and reward deserving individuals near any of its eight locations. The company will also ask its Facebook and Twitter followers to share their stories of kindness in exchange for free grilled cheese vouchers. Visit www.facebook.com/gocheeseboy to follow the amazing acts of kindness rewarded throughout the month.

The company will conclude the Acts of Kindness celebration during its third annual **Free Grilled Cheese Day on Sunday, April 28**. From 1 to 6 p.m., every customer will receive a free Cheeseboy “Classic” – creamy white American cheese on all-natural Italian bread – at its eight Cheeseboy locations. (No purchase necessary. Limit one per customer.) Additionally, customers who activate or use a Cheeseboy Rewards Card on Sunday, April 28 (through a physical card available at each store or through the Cheeseboy smartphone app), automatically will receive a free sandwich of their choice in May and other rewards extending beyond National Grilled

Cheese Month. For more information about Free Grilled Cheese Day, visit www.freegrilledcheese.com.

To find the Cheeseboy nearest you, visit www.cheeseboy.com/locations.

About Cheeseboy: Grilled Cheese To Go

Cheeseboy: Grilled Cheese To Go, America's first quick-service grilled cheese restaurant concept, has been delivering comfort to its customers since its founding in 2009. Cheeseboy prides itself on serving wholesome grilled cheese sandwiches, soups, snacks and other items in a welcoming environment. Committed to excellence in food quality, Cheeseboy uses all-natural breads, high-quality cheeses and fresh meat and vegetable toppings. Since opening its first location, Cheeseboy has committed its philanthropic efforts to benefit Paul Newman's SeriousFun Children's Network through grand opening fundraisers, direct donations through their Rewards Card program, and customer donation boxes at every store. Currently, Cheeseboy operates eight locations: Boston's South Station and Prudential Center, South Shore Plaza in Braintree, Mass., Natick Mall in Natick, Mass., Palisades Center in West Nyack, N.Y., Providence Place Mall in Providence, R.I. and Newport Centre in Jersey City, N.J. and Milford, Conn. In 2013, *Nation's Restaurant News* named Cheeseboy among its top 50 "Breakout Brands" touting the year's emerging concepts. For more information, please visit www.cheeseboy.com, Facebook www.facebook.com/gocheeseboy or Twitter [@gocheeseboy](https://twitter.com/gocheeseboy). To learn more about the Cheeseboy journey, visit www.youtube.com/gocheeseboy.

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