



UTOPIA COMMUNICATIONS, Inc.  
Changing the world, one client at a time.

## Operation Pizza Bowl

### Pizza for Patriots

Date: February 1st, 2011

Budget: \$8,000

**Goal:** To increase awareness of UNO role as “official Pizza” of the 2011 Pizza 4 Patriots “Operation Super Bowl” project in an effort to generate incremental store traffic, donations and goodwill. OPERATION PIZZA BOWL, an effort conceived by Retired Air Force Master Sergeant Mark Evans and his teenage son Kent (of Elk Grove, IL), provided enough UNO deep-dish pizza to feed around troops at several bases throughout Iraq, Afghanistan, Korea and the Philippines in time for Super Bowl events on Sunday, February 6.

**Challenges:** Not only did this event take place in one of the busiest media markets in the nation, but a day before the event, a snow-storm with snow and sleet up hit New York. Getting media there and focused on the event was difficult because of traveling delays due to conditions. Utopia created an UNO in-store event to generate publicity and local media interest and used Mark Evans to drive additional publicity prior to and after the event. To drive local interest, we were able to secure the participation of local heroes from the New York City Fire Department to help load the pizzas and give media an added visual. We also prepared visuals of troops overseas enjoying pizza from a previous delivery to round out the piece for media who could not attend the actual event.

**Results:** With pizzas provided by the Uno Chicago Grill and international delivery service provided by DHL, Operation Pizza Bowl touched the heartstrings of NYC jaded media community and we secured coverage on ABC World News, as well as leading daily newspapers such as The Daily News and El Diario, as well as local stations such as WPIX and WNBC.

# STARS AND STRIPES



THE CBS INTERACTIVE BUSINESS NETWORK

Pizzas 4 Patriots, DHL and Uno Team to Deliver Pizza to Troops

Food and Beverage Close - Up Jan 27, 2011

Pizzas 4 Patriots, a non-profit organization, is teaming up with DHL, an international logistics company and Uno Chicago Grill, a producer of deep-dish pizza, to dish out 1,000 pizzas to U.S. Servicemen and Women on the largest pizza eating day of the year for Americans - Super Bowl Sunday.

Enough Chicago Style Deep Dish Pizza to feed around 28,000 servicemen and women, provided to Pizzas 4 Patriots at-cost by Uno Chicago Grill will leave the DHL New York Gateway, headed for several bases throughout Iraq, Afghanistan, Korea and The Philippines in time for Super Bowl events on Sunday, February 6. DHL Express said it has donated its global shipping network for the delivery, shipping over 53,000 pizzas in support of U.S. military personnel overseas since 2008.

## Business Wire

A Berkshire Hathaway Company



## Daily Herald

Big Picture . Local Focus



Chicago-Style Pizzas Delivered To Troops Overseas For Super Bowl  
02/02/2011



According to the Huffington Post, “The Chicago Bee Bowl (thanks, Jay), but that isn’t stopping an Elk Grove the Chicago-style love on game day.”

“Pizzas 4 Patriots, a local nonprofit started by retired Master Sergeant Mark Evans and his son, has its “Operation Pizza Bowl” in full swing, according to the Associated Press. The group is sending a “slice of home” -- a deep-dish slice, of course -- to U.S. troops in Iraq, Afghanistan and Korea, just in time for the Super Bowl on February 6. About 7,000 pizzas will be shipped overseas. Uno Chicago Grill is responsible for making most of the deep-dish pies, and a private label pizza company chipped in as well. DHL is shipping the comestibles around the world.”



## CHICAGO SUN-TIMES



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