



FOR IMMEDIATE RELEASE

The Joe Andruzzi Foundation and Honey Dew Donuts® Serve Up A Sweet New Partnership To Help New England Cancer Patients

Honey Dew marks National Coffee Day with launch of fundraising campaign in support of the Joe Andruzzi Foundation

Mansfield, Mass. (September 25, 2014) – In celebration of National Coffee Day on September 29, the Joe Andruzzi Foundation today announced its fundraising will get a jolt as it launches a new partnership with Honey Dew Donuts, New England’s largest locally owned coffee and donut shop chain, to raise funds to support cancer patients and their families.

Through the partnership, Honey Dew Donuts will feature Joe Andruzzi Foundation branding on their coffee cups and in stores, and will unveil a special (Up)Beat red and blue-sprinkled, chocolate frosted donut inspired by the positive philosophy of former New England Patriot, three-time Super Bowl Champion and cancer survivor Joe Andruzzi. A portion of the proceeds from the sales of the (Up)Beat donut will benefit the Joe Andruzzi Foundation, which provides help, hope and a reason to smile for cancer patients and their families by providing financial and emotional support when it is needed most.

For the month of October, Honey Dew will also lead a consumer call-to-action campaign to raise money for the Joe Andruzzi Foundation, selling \$1 window decals in all locations. Honey Dew Donuts has pledged to match and donate all proceeds of the window decals, dollar for dollar, to the Foundation until the campaign ends on October 31, 2014.

Funds raised through the support of Honey Dew and its customers will directly support the Joe Andruzzi Foundation’s financial assistance program, through which the foundation provides grants that help patient families with everyday expenses, including rent and mortgage payments, utility bills, and more.

“We are excited to partner with another organization that is as equally passionate about helping New England families as we are,” said Joe Andruzzi, who co-founded the Foundation with his wife Jen after recovering from non-Hodgkin’s Burkitt’s lymphoma. “We are incredibly grateful to Honey Dew for their generosity, longstanding commitment to cancer causes, and desire to give back to the community, especially to those who are battling cancer and will benefit from such a huge outpouring of support.”

Honey Dew Donuts, a locally owned chain with more than 140 stores across Massachusetts, New Hampshire and Rhode Island, is devoted to the community it serves. Honey Dew has a long history of supporting initiatives that support cancer patients and families, including the National Breast Cancer Foundation, of which the brand is also a sponsor. This partnership enables the local chain to further their philanthropic efforts throughout the New England region, while providing its customers with the opportunity to support local cancer patients and families.

“We’ve built our business on the loyalty and support of our customers, and are always looking for ways to give back. We value the fact that the Joe Andruzzi Foundation is a local organization that serves our very own community in such an important way,” said Richard Bowen, Founder and President of Honey Dew Donuts. “We think one of the best ways to show our appreciation to our customers is to pay it forward and JAF is a great partner because its mission perfectly aligns with our longstanding commitment to supporting cancer research and aid. We are more than ready to adopt the Foundation’s (Up)Beat philosophy as we launch this partnership!”

In addition to supporting the Foundation through the purchase of a donut or window decal, consumers are invited to show their support of the campaign through their social media channels by incorporating the hashtags #CupofJoe and #IFoundJoe. Honey Dew Donuts will also run a month-long contest for their customers. Customers are invited to take a photo with the Joe Andruzzi lobby stand in stores and post to Facebook, Twitter and Instagram with the hashtag #IFoundJoe to be entered to win fantastic prizes at the end of the month.

To learn more about the Joe Andruzzi Foundation and the Honey Dew Donuts partnership, please visit the Joe Andruzzi Foundation’s [website](#) or follow them on [Facebook](#) and [Twitter](#).

About The Joe Andruzzi Foundation

The Joe Andruzzi Foundation was founded in 2008 to help cancer patients and their families make critical mortgage, rent and utility payments during financially-challenging times, and to fund pediatric brain cancer research. It also provides patients with social and emotional support and acts as a general resource for families. Joe Andruzzi, a former offensive guard with the New England Patriots, was diagnosed with non-Hodgkin’s Burkitt’s lymphoma in 2007 and was treated at Boston’s Dana-Farber Cancer Institute and Brigham and Women’s Hospital. Disease-free less than a year later, Joe dedicated his life to supporting other cancer patients and funding life-saving research. The Joe Andruzzi Foundation is Joe and his wife Jen’s second philanthropic effort; in 2003, they started the C.J. Buckley Brain Cancer Research Fund at Children’s Hospital Boston in memory of C.J. Buckley, a young man with an inoperable brain tumor who touched their hearts before losing his battle in 2002. The fund supports much-needed, innovative research into the molecular nature of pediatric brain tumors, novel treatment therapies and alternatives to multiple surgeries. The aim is to contribute to the growing knowledge base of available brain cancer cures, making treatment more widely available to all.

About Honey Dew Donuts®

Founded in 1973 by Richard Bowen, Honey Dew Donuts® is New England’s largest locally owned coffee and donut shop chain with over 140 locations in Massachusetts, Rhode Island, and New Hampshire. For more information, visit www.honeydewdonuts.com. Honey Dew Donuts® is a registered trade name of Honey Dew Associates, Inc. Stay in touch by becoming a fan of Honey Dew Donuts® on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

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