



FOR IMMEDIATE RELEASE

Contact: Deanna D'Alfonso
deanna@famousfamiglia.com
(914) 328-4444

Catholic Charities Honors Famous Famiglia Founders

WHITE PLAINS, New York (March 9, 2009) – Catholic Charities of Brooklyn and Queens is set to host their annual Bishop's Humanitarian Award Dinner on June 24, 2009 at Pier 60 in New York City. The black-tie event will honor the Kolaj family, founders of Famous Famiglia, with the Bishop's Humanitarian Award.

Founded in the late 1800's, Catholic Charities has offered support to millions of poor and needy people through various programs, services, and community centers. The strength of Catholic Charities lies in its goal of helping people grow in the mastery of their own lives and the life of their neighborhoods. The Bishop's Humanitarian Award Dinner began over twenty years ago and is held annually through the generous support of concerned individuals and organizations who champion the agency's mission on behalf of children and families, elderly, the developmentally disabled, the mentally ill, the formerly homeless and the isolated. The award is presented to an individual or group who, through the dedication of time, talent and leadership, has demonstrated commitment to the well-being of others. The Bishop's Humanitarian Award Dinner has generated millions of dollars in support of the work of Catholic Charities.

The Kolaj family is proud to be recognized by Catholic Charities. Their personal mission has always been the promise of charity, and the culture of compassion and generosity. Since the family's settlement in New York over 39 years ago, they have worked to give back to the community and people that helped them start their life in America. With the support of Catholic Charities, the Kolaj family was able to start a life in the United States and to learn the value of discipline, teamwork, and commitment - qualities that would later help mold their business. In 1986, the Kolaj brothers opened up their very own business, Famous Famiglia Pizzeria, in New York City. Today, there are over 100 Famous Famiglia operations across the United States, as well as Mexico and China.

Due to their own personal struggles, the Kolaj family, both personally and professionally, are devoted to practicing compassion, generosity, and charity. Many of the company's contributions focus on helping children in need. Famous Famiglia has a company-wide tradition of donating revenue from the first day of business at any new location to a local children's hospital or charity. The company also supports little league teams, and regularly invites students to visit the pizzerias, where they learn not only how to make pizza, but also the spirit of entrepreneurship and the value of hard work. Famous Famiglia is similarly motivated in response to national disasters. In 1993, they traveled to the Iowa flood to donate food to victims. When hurricane Katrina struck New Orleans, Famous Famiglia donated one week's total revenue from its busy Times Square location to a Katrina fund. Famous Famiglia also helps support a variety of health initiatives, including Dr. Patch Adams and the Gesundheit Institute, St. Jude's Children's Research Hospital, and Cooley's Anemia Foundation. This past December, members of the Kolaj family traveled to Houston, Texas to hand out gifts and support a Continental Airlines in conducting a Winter Wonderland for

150 children with life-threatening diseases. The Kolaj brothers and Famous Famiglia stepped up to sponsor and join in on the activities.

For all of their charitable work, the Kolaj family has been honored by various organizations throughout the years. Recently, the National Italian American Foundation honored the Kolaj family with the Special Achievement Award for Humanitarian Service. In 2007, the D.A.R.E program gave its prestigious American Dream Award to the family, and they raised \$500,000 for the program. Giorgio Kolaj recently joined the national board of D.A.R.E. Paul Kolaj serves as a member of the Board of Trustees of the Catholic Charities of New York.

About Famous Famiglia

Famous Famiglia is a successful New York City based pizza company founded in 1986, by the Kolaj family. Today, the company has successfully expanded its concepts across the world; targeting captive markets such as airports, motorways, universities, shopping centers, casinos, stadiums, theme parks, and more. Famous Famiglia is “The Official Pizza of The New York Yankees”, “The Official Pizza of Madison Square Garden”, “The Official Pizza of The Palms Casino and Hotel”, and “The Official Pizza of Hershey Park”.

###