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Famous Famiglia Founding Family Receives the D.A.R.E. *American Dream Award*

NEW YORK CITY, New York (September 25, 2007) – D.A.R.E. America honors the founding family of New York's favorite pizza brand, Famous Famiglia, with the prestigious **D.A.R.E. *American Dream Award***. The award was presented today at the famed New York Athletic Club, in recognition of the Kolaj family's continued commitment to and involvement in the communities they serve.

D.A.R.E. America (www.dare.org) is devoted to providing youth with knowledge and skills needed to live drug and violence free. The organization is responsible for the existence of programs implemented in school districts and communities both nationally and around the world. Previous recipients of the award have been nationally recognized figures such as Rudy Giuliani, Tommy Hilfiger, and Tommy Mattola. The Kolaj family is proud to have raised close to \$500,000 for D.A.R.E., and is grateful for all those who support the organization's cause.

The Kolaj family immigrated to New York City in 1970 and settled in the Bronx. A widow with five children, Mama Rosa was determined to realize her husband's dying wish to provide the opportunity of the American Dream for their children. Today, her children have built one of America's most successful pizzeria chains, Famous Famiglia, and the company has locations throughout the U.S., Mexico, Europe and China.

The Kolaj family members are proud to have been recognized by D.A.R.E., especially since the D.A.R.E. American Dream Award so aptly relates to their father's own dream. "We owe so much to America and to the American people," Mama Rosa endearingly shares. "We are forever indebted to a country that accepted us when all hope seemed extinguished in our lives. We have fulfilled my husband's only wish for his family – to have a chance at the American Dream."

For more information about Famous Famiglia, please visit our website at www.famousfamiglia.com.

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