



FOR IMMEDIATE RELEASE

Contact: Deanna D'Alfonso

deanna@famousfamiglia.com

(914) 328-4444

**National Italian American Foundation
Honors Famous Famiglia Founders**

WHITE PLAINS, New York (January 23, 2008) – The National Italian American Foundation is set to host their annual East Coast Gala on April 14, 2008 at the Marriott Marquis in New York City. This special reception will honor Italian-American leaders and supporters, and showcase the thriving Italian-American community. The Kolaj family, founders of Famous Famiglia, will be one of the honorees of the evening.

Founded in 1975, The National Italian American Foundation is a non-profit organization devoted to promoting and preserving the culture and heritage of Americans of Italian descent. NIAF is proud to provide scholarships and educational opportunities to help young students, as well as promoting the heritage, history, and accomplishments of Italian Americans. They also serve as a liaison between the Italian community and the U.S. Congress, White House, and government agencies, and promote cultural, educational, economic, and political cooperation between Italy and the United States.

The Kolaj family immigrated to New York City in 1970 from Frosinone, Italy and settled in the South Bronx. As a widow with five children, their mother Mama Rosa was determined to realize her husband's dying wish to provide the opportunity of the American Dream for their children. Today, the Kolaj family has 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 is proud to be recognized by NIAF and the Italian community. Since the family's settlement in New York over 38 years ago, the Italian-American community has accepted them as one of their own.

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".

For more information about purchasing tickets or sponsorships for the East Coast Gala, please contact Carolyn Laurenzano at 202-939-3114 or Carolyn@niaf.org.

###