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FOR IMMEDIATE RELEASE

THE BREAD PROJECT EXPANDS BAKERY and CULINARY TRAINING PROGRAM

Graduates and Baked Goods on the Rise in New Location Thanks to Sponsorship from the Chevron Corporation and Semifreddi's Bakery

Emeryville, CA—February 22, 2010—The Bread Project, a Bay Area workforce development nonprofit that helps low-income individuals gain entry into the food industry, announced today its expansion to Emeryville and its grand opening event, slated for this Wednesday, February 24th. Thanks to funding secured by the Chevron Corporation and lease underwriting by Semifreddi's Bakery, The Bread Project has gained an additional 8,000 square feet of baking and training space which will enable the organization to almost double its training capacity and scale up its bakery's output.

Chevron has been one of The Bread Project's strongest supporters. Chevron invests in education and economic development projects through its California Partnership, an initiative with California non-profit agencies. Their multi-year funding investment along with Semifreddi's provision of facility space has made this much needed expansion possible. Thanks to the move, Executive Director, Dagmar Schröder-Huse, anticipates the program will increase its training capacity by 80% over the next two years.

"In the present economic climate, the urgency for job training and supports has exploded. We knew expansion was necessary to respond to this need, and it was the generous contributions of Chevron, Semifreddi's and other key partners that made it all possible. Partnerships with businesses, nonprofits, and government

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are vital to our program's success, and together we are striving to build thriving communities in the Bay Area."

The Bread Project's Emeryville Grand Opening, February 24th, will run from 10:00 am – 12:00 pm and will feature a ribbon cutting ceremony as well as a reception and a baking workshop. The purpose of the event is to inform the greater community about the mission of The Bread Project, while also acknowledging and thanking its corporate supporters.

"Simply put, The Bread Project is in the business of building skills and creating opportunities for employment," said Matt Lonner, manager of Global Partnerships and Programs at Chevron. "This impressive new facility will enable The Bread Project to expand its reach and strive to put even more willing workers on the path toward economic self-sufficiency."

Until their recent move to Alameda, Semifreddi's baked its biscotti and pastries out of The Bread Project's new location at 1555 Park Avenue, Emeryville. Thanks to Semifreddi's own expansion, the Park Avenue space was no longer needed. Semifreddi's continues to pay half of the rent, thus allowing The Bread Project to enjoy its new location at greatly reduced market rate.

"Part of our corporate mission is to support the disadvantaged in the Bay Area because the Bay Area has been so good to us," notes Tom Frainier, Co-Owner of Semifreddi's Bakery. "Emeryville was our 'World Headquarters' for many years and we support The Bread Project's mission 100%. It was also important to us that we kept the 'bread karma' alive and well at 1555 Park Avenue!"

Guests for the Emeryville neighborhood Grand Opening celebration include the Honorable Ruth Atkin, Mayor of Emeryville, other elected officials, representatives from various Bay Area foundations, including the East Bay Community Foundation, San Francisco Foundation, Y&H Soda Foundation, and 1200 Foundation, and members of the Emeryville Chamber of Commerce and the Berkeley Chamber of Commerce. In addition to Chevron and Semifreddi's, event sponsors include Mr. Espresso and Echo Communications.

For more information about the event, call 510-644-4575, email info@breadproject.org, or visit the website at www.breadproject.org.

The Chevron California Partnership

Chevron's California Partnership is an initiative announced in October 2009 to invest in education and economic development in California by expanding the company's partnerships with nonprofits. With the California Partnership, Chevron has formed relationships with new nonprofit partners providing

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programs for education, entrepreneurs and job training for the state's underserved communities. With the California Partnership, Chevron's community engagement investments in the state totaled approximately \$28 million in 2009.

About the Bread Project

Founded in 2000, the Bread Project is a nonprofit organization that promotes self-sufficiency by providing foodservice and baking training and job readiness to a diverse base of low-income Bay Area residents. With training sites in Berkeley and Emeryville, the Bread Project works with its trainees to help them achieve financial stability through employment in the food industry. Since 2000, over 700 trainees have graduated from the program that boasts a 74 percent placement rate, with graduates averaging an 83 percent job retention rate.

About Chevron

Chevron Corporation is one of the world's leading integrated energy companies, with subsidiaries that conduct business worldwide. The company's success is driven by the ingenuity and commitment of approximately 62,000 employees who operate across the energy spectrum. Chevron explores for, produces and transports crude oil and natural gas; refines, markets and distributes transportation fuels and other energy products; manufactures and sells petrochemical products; generates power and produces geothermal energy; provides energy efficiency solutions; and develops the energy resources of the future, including biofuels and other renewables. Chevron has been headquartered in California for 130 years and is the state's largest company. The company generated \$9.2 billion in economic output in California in 2007, and has spent nearly \$2 billion with small businesses in the state since 2007, approximately 40 percent of which are minority- and women-owned. More information is available at www.chevron.com/CA.

About Semifreddi's Bakery

Founded in 1984, Semifreddi's still proudly wears the moniker of 'self proclaimed bread and pastry nerds!' Family owned by Michael Rose and Tom Frainier, Semifreddi's started baking in a 450-square-foot bakery in Kensington, California with one sourdough recipe, four products and a commitment to bake and deliver world-class, hand-made bread daily. The company now utilizes over 25 different recipes and bakes more than 50 different breads and pastries. In a typical week, we bake around 160,000 loaves of bread and 30,000 pastries at its new "World Headquarters" in Alameda.

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Baking is the company's passion; quality, value, service and compassion is its aim. Since 1984, the mission of Semifreddi's has been to make the best baked goods in the universe, offer them at a reasonable price, spoil their customers with service, take care of their employees and give something back to its community. Today the company bakes 52 weeks a year to produce 50 hand-crafted products including crusty loaves and baguettes, biscotti and cookies, pastries, seasonal dessert loaves, holiday pies and cakes, savory focaccia, and croutons. For a complete list, point your browser to: <http://www.semifreddis.com/products.html> or visit www.semifreddis.com.

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