

Contact Info: Ginny Hair  
[ginnyh@echopr.com](mailto:ginnyh@echopr.com)  
Adrienne Martin  
[adriennem@echopr.com](mailto:adriennem@echopr.com)  
510.654.5400  
[www.echopr.com](http://www.echopr.com)  
[www.breadproject.org](http://www.breadproject.org)



## **MEDIA ALERT**

### **THE BREAD PROJECT BAKERY and CULINARY TRAINING PROGRAM ON THE RISE:**

### **GRAND OPENING EVENT CELEBRATES BAY AREA'S SUPPORT!**

**WHAT:** Grand Opening Celebration of new baking and training space will feature a ribbon cutting and baking workshop. The purpose of the event is to inform the greater community of the mission of The Bread Project and its expansion into Emeryville, while also acknowledging and thanking its corporate partners.

**WHO:** Hosted by The Bread Project, a non-profit organization that promotes self-sufficiency by providing job training and support to help a diverse base of low-income Bay Area residents gain entry into the food industry. The Chevron Corporation and Semifreddi's Bakery will be on hand to discuss their partnership with the Bread Project and support of the expansion.

**WHEN:**           **February 24, 2010:**           **10:00 am – 12:00 pm**  
                          **Ribbon Cutting Ceremony:** **10:00 – 10:30**  
                          **Reception:**                   **10:30 – 11:00**  
                          **Baking Workshop:**           **11:00 – 12:00**

**WHERE:**       1555 Park Avenue  
                    Emeryville, CA 94608

**WHY:** This new location will enable The Bread Project to double its training capacity and scale up its bakery's output at a time when the need for job training assistance is increasing.

**VISUALS:** The Bread Project instructors lead a workshop where trainees will work side by side with elected officials and representatives from Chevron and Semifreddi's Bakery in a one-hour intensive baking workshop.

**WANT TO BAKE?:** Call us @ 510.654.5400 to RSVP for your slot in the Baking Workshop.