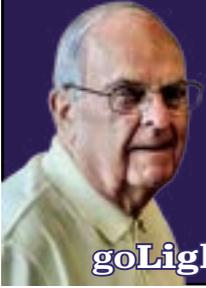


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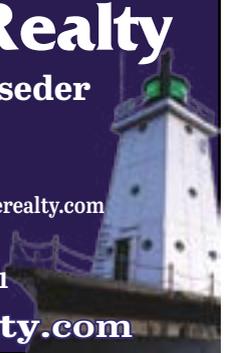
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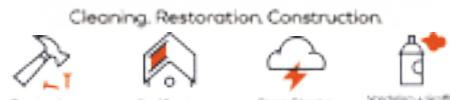
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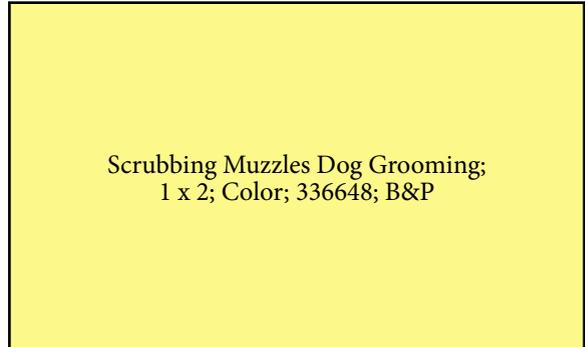
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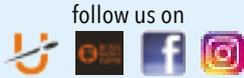


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SMALL BUSINESS OF THE YEAR



Hungry Howie's owners Pat Patterson and Melissa Reed and their grandsons Arthur and Henry Nicholson in front of pink pizza boxes for "Love, Hope & Pizza"

Ludington Hungry Howie's owner Pat Patterson knows his pizza. "In 21 years as the owner of Ludington Hungry Howie's I've tried a lot of combinations, but I've always been a sausage and mushroom guy with butter cheese crust. My new favorite might be the pickle, bacon ranch pizza with Asiago cheese crust from the 'secret' menu."

There are 34 million possible combinations, between different styles of crust, different sauces, different toppings and different sizes, so when you do the math it's over 34 million possible combinations," he said.

And while Pat and the rest of the Hungry Howie's team in the chain's 530 stores in 21 states know their pizzas, they also know how to aggressively support the National Breast Cancer Foundation, which they have done for the past 16 years. In that time the Hungry Howie's team has raised more than \$5 million to support the foundation, making them the NBCF's largest corporate donor.

"This is our 16th year for 'Love, Hope and Pizza' and we passed the \$5 million mark – that's a biggie," said Jeff Rinke, VP of Marketing for Hungry Howie's, Inc. "It's really become something that all our franchisees rally around. They enjoy wearing their pink t-shirts during the month of October and they do all sorts of fun things with the boxes, it's all very cool and neat. Everybody rallies around it."

Hungry Howie's restaurants like the one in Ludington will continue with their round-up of donations "... so if customers want to round-up their change, all that also goes to the National Breast Cancer Foundation. And we also sell little slices of (paper) pizza that people can write their names on and we tape them to the walls in our lobbies." This year, Hungry Howie's is also offering a "pink pizza" – a cheese pizza covered with edible glitter to celebrate the color long associated with the fight against breast cancer. "We're selling that pizza for \$12 and donating \$6 of that to the National Breast Cancer Foundation," said Rinke.

"Love, Hope and Pizza really says it all" says Patterson. "We just want to make great pizza and help people."



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