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FOR IMMEDIATE RELEASE

NICK-N-WILLY'S PIZZA® IN FORT COLLINS TO TAKE A BITE OUT OF PROFITS IN SUPPORT OF HABITAT FOR HUMANITY

**Fundraiser at the heart of Grand Opening weekend
November 6-8**

October 30, 2009 (Centennial, Colorado) – [Nick-N-Willy's Pizza®](#) in Fort Collins is planning to take a bite out of profits to give back to the community as part of a grand opening weekend. From November 6th to 8th, the pizza restaurant will offer reduced pizza prices, a chance to win pizza for a year, and a special fundraiser to benefit [Habitat for Humanity](#). The events will mark the new look and ownership of the restaurant now owned by Steve Babiuch.

Throughout the weekend, Nick-N-Willy's will be donating \$2 from all medium, large and family sized pizzas and \$1 from personal sized pizzas to Habitat for Humanity. Personal sized pizzas will be offered at the reduced price of just \$3. The restaurant hopes to raise several hundred dollars to help build homes for families desperately in need. The fundraiser is part of local franchise owner's commitment to giving back to the community through ongoing charitable initiatives.

"Based on my personal experience as a volunteer laborer with Habitat for Humanity, I know how important the organization is for providing essential housing not only in our own country, but internationally as well," said Steve Babiuch, Franchise Owner of the Nick-N-Willy's in Fort Collins. "I hope our customers will visit us next weekend to enjoy our pizza, have some fun, and generously support a worthwhile cause."

On November 7th the restaurant will offer fun family activities to celebrate the grand opening including a clown and pizza making activities for children on November 7th from 1:00 – 3:00 pm. All weekend long customers will also have a chance to enter to win pizza for a year by entering their names in a raffle.

Nick-N-Willy's Pizza is a family friendly, fast-casual restaurant designed for today's busy lifestyles that specializes in America's favourite food. Nick-N-Willy's award winning pizzas are made with the freshest and finest ingredients to ensure the highest quality and best tasting pizza available. The restaurants offer a complete line of signature pizzas including the Aegean®, the Fresh Jalapeno Burn, the Outback and Earthborn, plus traditional favourites like the Nick-N-Willy's Classic, the Wild Willy Combo and the Big Kahuna. Recently, the menu has been updated to include Napolitano slices, foccacia sandwiches and breadsticks, new signature pizzas, and desserts like tiramisu and chocolate truffles. Nick-N-Willy's offers the ultimate in customer convenience with more ways to enjoy Nick-N-Willy's pizzas fresher and faster. Customers can dine in, "take n bake", call for "hot n ready" pick up, or have their orders delivered right to their door step.

Nick-N-Willy's in Fort Collins is located at 1015 S Taft Hill Rd. Open daily, Sunday -Thursday 11 am – 9 pm, Friday-Saturday 11 am – midnight. Tel: (970) 494-0600.

To learn more about Habitat for Humanity, visit www.habitat.org

About Nick-N-Willy Pizza®

Nick-N-Willy's is a fast-casual restaurant that specializes in award winning signature pizzas. Operating in 40 locations in 15 states, the franchise company has plans to expand rapidly with a goal of opening 150 units by 2012. The Nick-N-Willy's franchise model is based on quality, freshness, convenience and value. The Nick-N-Willy's Franchise Company is owned by World Famous Pizza Company, LTD (WPC), a publicly traded company. The corporate offices are located in Centennial, Colorado and Vancouver, Canada. For more information, visit www.nicknwillys.com. For franchise information, call 1-866-985-8586.

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