



**Media Contact:**

Tanis Sullivan  
(604) 230-8008  
tsullivan@nicknwillys.com

**FOR IMMEDIATE RELEASE**

**NICK-N-WILLY'S PIZZA NAMED AN OFFICIAL PROVIDER OF  
THE 2010 SUNDANCE FILM FESTIVAL**

**Franchise Company Will Deliver Meals to Thousands of Volunteers at Highly  
Acclaimed Indie Film Fest**

**January 13, 2010, Centennial, Colorado** – The Nick-N-Willy's Franchise Company is pleased to announce its support of the 2010 Sundance Film Festival as an Official Provider of the star studded and internationally renowned independent film event. The in-kind relationship means Nick-N-Willy's will provide over \$30,000 worth of pizza, sandwiches and salads to approximately 3,000 festival volunteers between January 12 and 31<sup>st</sup>. In exchange, Nick-N-Willy's will be featured in numerous Sundance Film Festival marketing materials including festival signage, the film guide and catalog, advertising, and on the Festival website. The 2010 Sundance Film Festival will take place in Park City, Utah from January 21-31<sup>st</sup> with more than 40,000 people expected to attend.

Beyond the festival, Nick-N-Willy's will be placing branded signage in its Park City and Salt Lake City stores, plus messaging on the corporate website at [nicknwillys.com](http://nicknwillys.com) and in its eClub blasts to thousands of customers. Nick-N-Willy's will also be posting information on its [Twitter](#) site (@nick\_n\_willys) and [Facebook](#) fan page. From January 21-31<sup>st</sup>, the franchise company will embark upon a social media campaign known as the "Nick-N-Willy's Sundance Film Festival Feast", which will include regular posts with video and pictures about Nick-N-Willy's adventure as it relates its support of the festival. The posts and updates will be available on the Nick-N-Willy's [Slice of Life](#) blog and on the corporate Twitter and Facebook sites.

"As we continue to expand our franchise through the U.S., we're seeking to build further brand awareness to attract new customers and franchisees," said Richard Weil, COO of Nick-N-Willy's Pizza®. "The 2010 Sundance Film Festival presents a unique opportunity for us to market ourselves to thousands of independent film makers and indie film enthusiasts, a demographic we're keen to capture.

"We're so pleased to have Nick-N-Willy's on board this year to provide meals for our hard working volunteers", said Emily Aagaard, Volunteer Manager at Sundance Institute. "The contribution from Nick-N-Willy's will offer an enriched experience for our festival volunteers and a means to sustain the vitality of independent film, filmmakers and audiences."

Nick-N-Willy's is committed to supporting the communities in which it operates with ongoing fundraising and sponsorship opportunities. In addition, the company has aggressive expansion plans and is currently offering low interest financing deals for qualified candidates on resale and new franchise investments. –

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### **About Nick-N-Willy's**

The Nick-N-Willy's concept was developed in 1988 in Boulder, Colorado. The franchise company now has 40 locations in 14 states. In addition to its fast casual restaurant model where our products are baked in our gas-fired brick oven, the Nick-N-Willy's franchise also offers outlet models, where consumers can purchase high quality gourmet pizzas that are ordered fresh and baked at home in their own home. The Nick-N-Willy's concept is based on quality, freshness, convenience, and value. The Nick-N-Willy's franchise system is committed to customer service, and its success is based on its proprietary dough that is made daily from scratch with pure Italian olive oil, and is cut, kneaded and tossed by hand. For more information about Nick-N-Willy's, visit [www.nicknwillys.com](http://www.nicknwillys.com). For franchise information, call 1-888-642-6945 or send an email to: [franchiseinfo@nicknwillyspizza.com](mailto:franchiseinfo@nicknwillyspizza.com).

### **About the Sundance Film Festival**

The Sundance Film Festival is the premier showcase for U.S. and international independent film, held each January in and around Park City, Utah. Presenting dramatic and documentary feature-length films from emerging and established artists, innovative short films, filmmaker forums and panels, live music performances from solo acts to film composer events, cutting-edge media installations, and engaging community and student programs, the Festival brings together original storytellers. Supported by the non-profit Sundance Institute, the Festival has introduced global audiences to some of the most groundbreaking films of the past two decades, including *sex, lies, and videotape*, *Maria Full of Grace*, *Hedwig and the Angry Inch*, *An Inconvenient Truth*, *Trouble the Water*, and *Central Station*.  
[www.sundance.org/festival](http://www.sundance.org/festival)

Founded by Robert Redford in 1981, Sundance Institute is a not-for-profit organization that fosters the development of original storytelling in film and theatre. Internationally recognized for its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Angels in America*, *Spring Awakening*, *Boys Don't Cry* and *Born into Brothels*.

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### **For media interviews, product shots, screen captures and samples, please contact:**

Tanis Sullivan  
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