



**Media Contact:**

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

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**NICK-N-WILLY'S BREAKS FRANCHISE RECORD DURING THE  
2010 SUNDANCE FILM FESTIVAL**

**Park City Restaurant Delivers Most Pizzas In Company's 21 Year History**

**February 17, 2010, Centennial, Colorado** – The team at Nick-N-Willy's Pizza in Park City, Utah is proud to have broken the record for the most pizzas ever tossed, baked and delivered by a single restaurant in the franchise company's 21 year history. The record was broken during a 19 day period when the Park City fast casual restaurant prepared meals to feed close to 3,000 Sundance Film Festival volunteers. The initiative was part of the franchise company's in-kind sponsorship agreement to support the 2010 Sundance Film Festival. From January 12-31, the Park City restaurant pumped out over 700 pizzas to more than one hundred locations for a total contribution of approximately \$20,000 to the Sundance Institute.

"We were kept very busy during Sundance and I'm so proud of my team of pizza chefs and delivery drivers for being able to keep up with the pace," said Sonia Bernard-McCall, franchise owner of Nick-N-Willy's Pizza in Park City, Utah. "Being involved with Sundance has been very rewarding for us. We've had nothing but positive feedback from the festival volunteers about our pizza and we've already noticed an increase in traffic into our restaurant as a result of our exposure at the festival."

The Nick-N-Willy's in Salt Lake City, Utah also contributed to the 2010 Sundance Film Festival with dozens of pizza orders delivered to festival volunteers. Although the Salt Lake City restaurant's contribution was substantial, it did not break any records.

The Sundance initiative is part of the franchise company's strategy to support events and organizations in the communities in which it operates. The company leveraged the sponsorship through a variety of marketing and media relations initiatives which included in store and online branding and press announcements. In addition, the company implemented a 10-day social media campaign that included a diarized account of Nick-N-Willy's adventure at Sundance on [Twitter](#), [Facebook](#) and on the [corporate blog](#). In exchange for Nick-N-Willy's contribution to the festival, the Sundance Institute provided \$30,000 worth of marketing at the festival through Nick-N-Willy's signage, advertising and promotional opportunities. The overall campaign resulted in numerous articles and interview opportunities, plus a new loyal following on the company's social media sites. Most importantly, the sponsorship strategy has proven to leverage the profile of the Nick-N-Willy's brand across the country in an effort to attract new customers and potential franchisees.

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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 products are baked in gas-fired brick ovens, 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. Nick-N-Willy's is owned by the World Famous Pizza Company (TSX-V: WPC), a publicly traded company. 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. 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. 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 from around the world. Supported by the non-profit Sundance Institute, the Festival has introduced global audiences to some of the most ground-breaking films of the past two decades, The 2010 Sundance Film Festival took place in Park City, Utah from January 21-31<sup>st</sup> with more than 50,000 people in attendance. For more information, visit [www.sundance.org](http://www.sundance.org).

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