



**southwest
human
development**

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Cookies for a Cause -- Sweet Tomatoes Hosts Annual Cookie Fundraiser to Benefit Easter Seals Services for Children with Disabilities

Today, Sweet Tomatoes kicks off its annual cookie campaign for Easter Seals. Participating Sweet Tomatoes restaurants in Arizona will donate \$1.00 to Easter Seals for every bag of their famous homemade cookies purchased during the month of June.

“We thank Sweet Tomatoes for their continued support,” said Ginger Ward, CEO, Easter Seals Southwest Human Development. “Sweet Tomatoes is helping Easter Seals create life-changing solutions for children and adults with disabilities in the Midwest, Southwest and Pacific Northwest.”

Sweet Tomatoes will donate all net proceeds from the campaign to local Easter Seals affiliates. Restaurant guests can support essential disability programs in their community every time they visit Sweet Tomatoes June 1 through June 30, 2011.

This is the fifth year of the Sweet Tomatoes and Easter Seals partnership with cookie campaign contributions reaching \$129,000 to date. In 2010 alone, Sweet Tomatoes restaurants in Illinois, Kansas, Missouri, Oregon, Washington, Utah and Colorado raised \$70,000 for Easter Seals. With the help of generous consumers, nine Easter Seals affiliate organizations will benefit from this year’s campaign.

“Sweet Tomatoes seeks to be a vital and contributing part of each community it operates,” said Lesa Pickinpaugh, Director of Operations, Sweet Tomatoes. “We are proud to support Easter Seals and the services they provide in our local communities.”

There are 33 Sweet Tomatoes participating in the Easter Seals partnership. Locations in Illinois, Kansas, Missouri, Washington, Oregon, Utah, Colorado, Arizona and Nevada will be raising money for Easter Seals throughout June.

About Souplantation/Sweet Tomatoes

Celebrating over 30 years, Souplantation/Sweet Tomatoes was founded in 1978 in San Diego and currently operates 121 salad buffet-style restaurants across the western, southern and eastern

portions of the United States. Souplantation/Sweet Tomatoes cares about what comes out of guests' wallets and into their bodies by creating an exceptional, all-you-care-to-eat dining experience with a daily selection of made-from-scratch soups and salads and hand-crafted muffins, focaccia, breads and tasty desserts. By combining high-quality, farm-fresh and scratch-made foods for a fixed price, the restaurants provide guests with the freedom to create their own wholesome meals. The restaurant concept is built around fresh prepared, great-tasting recipes with a salad bar full of seasonal vegetables and tossed salads prepared exhibition-style every 20 minutes. Souplantation/Sweet Tomatoes restaurants are open daily for lunch and dinner and also for a special Sunday Breakfast that features a variety of delicious morning favorites in addition to regular selections. For more information, visit <http://www.souplantation.com/> or <http://www.sweettomatoes.com/>.

About Easter Seals Southwest Human Development

Founded in 1981 as a non-profit organization, Southwest Human Development provides comprehensive services for young children and their families in several areas: disabilities, early literacy, child health and welfare, Head Start and professional training. Now serving 135,000 children and families each year, Southwest Human Development is the state's largest community-based organization of its type. In 2007, Southwest Human Development became the official Easter Seals affiliate of central and northern Arizona. Easter Seals Southwest Human Development provides services to children with disabilities and other special needs, and support to their families. In addition, CEO Ginger Ward was recently named one of the Valley's top 25 CEOs for 2010 by the Phoenix Business Journal. For more information on the non-profit's many services or donation and volunteer opportunities, visit www.swhd.org.

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