

## NEWS RELEASE

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### TORONTO FILM FESTIVAL GOERS TO ENJOY A SLICE OF THE PIZZA NOVA PIE

*PIZZA NOVA: Proud Sponsor & Official Pizza of the Toronto International Film Festival*

**TORONTO – September 11/09**...*Lights, Camera, Pizza!* For it's 3<sup>rd</sup> year, Toronto-based Pizza Nova is a sponsor and the **Official Pizza** of the Toronto International Film Festival (TIFF), September 10-19/09.

Throughout The Festival, Pizza Nova's *Taste Patrol* team, uniformed Pizza Nova employees driving Pizza Nova branded vehicles, will be sampling over **15,000** delicious slices to TIFF patrons waiting in line at several high-traffic locations: Roy Thomson Hall, The Winter Garden Theatre, and the VISA Screening Room at the Elgin Theatre.

This year the team will be serving up slices of the company's most recent gourmet pizza addition, *Nonna's Favourite* (Nonna means grandmother in Italian). The pizza features herbed olive oil, chunks of sweet & juicy plum tomatoes sourced from Southern Italy, basil, mozzarella and Parmigiano cheeses.

For the past two months, Pizza Nova's *Taste Patrol* team has made over 40 stops handing out free slices of various gourmet pizza options, baby back ribs and swag at select locations across the province.

To complement the sampling program during the Festival, Pizza Nova has also produced 25,000 custom TIFF *Mystery Gift Cards*. These Film Festival-themed cards are loaded with mystery values ranging from \$2 - \$100 and can be redeemed at all participating Pizza Nova Ontario locations until October 17/09. Gift cards will be distributed via TIFF Industry and Public Bags and by the *Taste Patrol* team.

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“We are passionate about our product and are thrilled to be serving the official Pizza at this year’s Film Festival,” said Stephanie Angelone, Vice President Sales & Marketing, Pizza Nova. “We can’t think of a better way of getting up close and personal with our customers than by providing them with a taste of our newest gourmet pizza as they wait in line to see some of the world’s most highly anticipated films.”

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### **ABOUT PIZZA NOVA**

Founded in 1963, Toronto-based Pizza Nova is a family-operated business with over 120 locations in Southern Ontario and now four locations in Québec. Specializing in fresh toppings, Pizza Nova serves over 4 million pizzas annually and offers a wide range of menu items including salads, lasagna, panzerotti, toasted sandwiches, chicken wings and their famous baby back ribs. Pizza Nova locations offer delivery, pickup and some sit-down service. They are also lauded for their community involvement. Visit [pizzanova.com](http://pizzanova.com).