



Carino's Italian Restaurant Selects Striving for More as Nonprofit Partner

Triangle-area restaurants join forces to help children struggling with life-threatening cancers

RALEIGH, N.C. (September 23, 2009) – Striving for More, a nonprofit organization dedicated to encouraging and funding quality emotional and spiritual support to children with cancer, today announced that it has been selected as the nonprofit partner of two Triangle-area Carino's Italian Restaurant locations.

As part of the partnership, Carino's will make giving easy by offering special menu items, benefit days and more, all designed to raise awareness and funds for Striving for More. Restaurant guests will have multiple opportunities to help Striving for More pursue its mission of creating a community where all children and their families receive the emotional and spiritual support services they need.

"Carino's Italian of North Carolina is very proud to partner with Striving for More," said Corey Brugh, Operating Partner of Carino's Italian - North Carolina. "Our team was very moved by the organization's efforts to reach out to help children with cancer and their families who are facing some of their darkest hours. With the same excitement and passion we have for delivering a taste of the Italian countryside we look forward to working with Striving for More so children battling cancer can receive the help they so badly need."

Beginning October 1st participating Carino's locations will collect donations on behalf of Striving for More. Donation forms will be available at select restaurants, and guests can also choose to donate after their meal simply by adding the desired donation amount onto their final bill. Additionally, Carino's will donate \$1 to Striving for More each time the popular Italian Wedge Salad is ordered.

On Tuesday, October 27, Carino's will donate 10 percent of total sales (dine in or to-go) to Striving for More. Customers simply need to dine at one of the two participating Carino's in order to support the event.

"I'm very excited that Carino's Italian of North Carolina is partnering with Striving for More." said Diane Moore, Founder and President of Striving for More. "This partnership truly demonstrates how Carino's is a community oriented, family friendly restaurant. I am very thankful and moved by everything that the Carino's management and staff is doing to support our organization's mission to help children with cancer."

Carino's will make it easy for customers to learn more about Striving for More in multiple ways, from incorporating the charity's Web address on the bottom of all guest receipts, highlighting the partnership on the Carino's Web site, embroidering the Striving for More logo on select chef coats and much more.

Guests may visit one of the following area Carino's Italian restaurants: Brier Creek (8101 Brier Creek Pkwy, Raleigh (919) 806-5524) or Southpoint/Durham (6709 Fayetteville Rd, Durham (919) 405-1316).

About Striving For More

Striving for More is a leader in advocating for strong emotional and spiritual support systems for children with cancer and their families. The Triangle-based nonprofit organization was founded by Diane Moore in 2008 after her nine-year-old daughter, Colleen, lost her battle with cancer. During her daughter's illness, Diane found that psychosocial support services for children with cancer is underfunded, particularly when hospitals are competing for limited resources. Striving for More is dedicated to encouraging and funding quality psychosocial services, so that every child with cancer receives the critical support they need. For more information, please visit www.striving4more.org.

About Carino's Italian Restaurant

Carino's Italian of North Carolina (CIGEA, Inc.) operates two Carino's Italian restaurants in the Raleigh/Durham area. Proudly locally owned and operated by Corey Brugh and Scott Vasterling. Carino's Italian is a casual, full service Italian restaurant concept with a passion for people and food. From the Italian classics to Carino's signature dishes, such as Skilletini and Spicy Shrimp & Chicken, all of Carino's offerings are handcrafted from the finest, freshest ingredients available.

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