



## **Zoës Kitchen Hosts Charity Fundraiser for Striving for More**

*New Raleigh restaurant supports children struggling with cancer*

**Raleigh, N.C.** – (September 23, 2009) – Zoës Kitchen, a fast-casual restaurant that opened its newest location in Raleigh on September 17, is hosting a charity dinner for Striving for More, a Triangle non-profit organization that encourages and funds quality emotional and spiritual support for children with cancer and their families. The event will be held on Saturday, October 3, from 6 p.m. to 9 p.m.

“As part of our corporate philosophy, Zoës Kitchen invests in and remains committed to areas where we have a presence,” said Greg Dollarhyde, chief executive officer for Zoës Kitchen. “Zoës is excited to support the work of Striving for More and its efforts to provide needed resources to families with children affected by cancer.”

The event, which is \$20 per person and includes a sampling of Zoës signature, made-from-scratch Mediterranean-inspired dishes, will help fund Striving for More’s mission to raise awareness of the importance of properly supporting the emotional and spiritual needs of children with cancer.

“Striving for More is an organization dedicated to fulfilling the often unmet psychological needs faced by children struggling with cancer and their families,” said Diane Moore, founder and president of Striving for More. “We are greatly appreciative of Zoës Kitchen offering its restaurant and allowing people to enjoy great food while providing funds to assist us in reaching more families.”

Located at 1028 Oberlin Road in Raleigh’s Oberlin Court, Zoës Kitchen’s menu includes fresh ingredients incorporated into homemade dishes with smart portions for lunch and dinner. The restaurant also offers a fresh-food catering service.

For more information on Striving for More and Zoës Kitchen, please visit [www.striving4more.org](http://www.striving4more.org) and [www.zoeskitchen.com](http://www.zoeskitchen.com).

### **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](http://www.striving4more.org).

### **About Zoës Kitchen**

Zoës Kitchen, a fast-casual style restaurant that was founded in 1995, has more than 25 retail locations throughout the Southeast. Zoës Kitchen offers numerous recipes created originally by Zoë throughout a lifetime of cooking for loved ones, neighbors and friends. Her avid gardener’s sensibility for simple, close-to-the-garden ingredients finds its expression in deliciously fresh food. Zoës Kitchen believes a balanced life includes spending time with family and friends over savory, freshly prepared food. Eat Smart. Eat Fresh.™ Learn more at [www.zoeskitchen.com](http://www.zoeskitchen.com).

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