

Contact: Virgilio Urbano
Virgilio's Pizzeria Napoletana
Phone: (303) 985-2777
Mobile: (303) 995-7556

7986 W. Alameda Ave.
Lakewood, CO 80226
www.virgiliospizzeria.com



PRESS RELEASE

VIRGILIO'S PIZZERIA TO HOST FREE ITALIAN FESTIVAL TO BENEFIT THE CHILDREN'S HOSPITAL OF DENVER

100% OF ALL DONATIONS RECEIVED TO GO DIRECTLY TO THE CHILDREN'S HOSPITAL

Lakewood, CO, September 8, 2009: Lakewood's most celebrated and honored pizzeria, Virgilio's Pizzeria Napoletana, is hosting "Virgilio's Italian Festival" to benefit The Children's Hospital on September 19 and 20, 2009, from 11:00 am to 5:00 pm. The Festival will take place in the pizzeria's parking lot located at 7986 W. Alameda Avenue, just west of Wadsworth Boulevard. Festival goers can just look for the tents and balloons! Parking and all food is free of charge to everyone attending, however Virgilio's is asking that patrons make a donation in any amount they choose to The Children's Hospital while in attendance. The goal of the Festival is to raise \$15,000 for one of the top children's hospitals in the nation.

"Virgilio's Pizzeria was founded on the concept that great food should bring people together as one, and as we Italians say, everyone is "un membro della nostra famiglia – a member of our family" says proprietor Virgilio Mario Urbano. "This Festival is our way of bringing people together to celebrate the best pizza in not only Lakewood, but in Colorado, while working together to raise money for our neighbors at The Children's Hospital, which does so many great things for kids and their families during very trying times."

Urbano, whose Italian roots run deep as he was born on the outskirts of Naples, Italy and immigrated to the United States as a child, plans on serving up to 4,000 slices of his award-winning pizza, 6,000 garlic knots, 3,000 meatballs, 250 sausage links, 2,000 servings of mac & cheese, 4,000 bottles of water, 4,000 Italian gelato cups, authentic Italian biscotti, 500 free

FOR IMMEDIATE RELEASE / SEPTEMBER 8, 2009

MORE

Margarita drink cards and much, much more during the event. And, Urbano is not recouping one penny of his costs. "This weekend isn't about making money, it's about bringing people together and furthering the great work of The Children's Hospital," he said. "Once word got out, we were excluded from the festival in Belmar this year and we were hosting our own event, we started to get calls from other neighboring businesses wanting to support this wonderful event and cause. We couldn't have put this all together without the support of friends like Carmine Leonardo's, Philly's Cheesesteak Grill, Gelato D'Italia, Wystone World Tea, Bluepoint Bakery, Coldstone Creamery, Village Roaster, Noodles & Company, Las Margarita's, King Soopers and many others who have stepped up to the plate."

Festival goers will also be entertained by the sounds of "The Famous Moons", performing live from noon to 3:30 pm each day, and there will be free face paintings, balloons, a pepperoni toss, and other great treats for the entire family.

Virgilio's Pizzeria Napoletana will be open as normal with happy hour pricing until 6:00 pm and \$15 bottles of Italian wine all day.

For more information, visit <http://www.virgiliospizzeria.com/festival.htm> or contact Virgilio Mario Urbano directly at (303) 995-7556.