



FOR IMMEDIATE RELEASE

Root for the Home Team – Buy Local on Game Day

NYPD Pizza is Offering \$20 off \$100 Delivery Orders Now through Feb. 3 to Encourage Fans to “Support Local” during the Ravens vs. 49ers Bowl

PHOENIX (January 30, 2013) – [NYPD Pizza](#), a locally-owned and operated family pizza kitchen with locations throughout metro-Phoenix, is offering a “Game Day Party Special” of \$20 off every \$100 spent for carry-out or delivery orders now through Feb. 3. The promotion is geared toward encouraging consumers to “support local,” according to NYPD Pizza CEO Rich Stark.

“Super Bowl Sunday is one of our busiest pizza consumption days of the year,” says Stark. “This year is no exception with all of the excitement surrounding the Ravens versus 49ers game. While the teams aren’t local, we can still cheer on local by choosing locally-owned venues on game day.”

In addition to the Game Day Special, NYPD Pizza also offers NYPD Pizza Par-Baked pizzas, partially made pizzas that can be frozen or stored in a refrigerator 1-2 days before cooking. Par-Baked allows guests to enjoy NYPD Pizza’s signature crust made with a New York water filtration system that makes the crust taste extra chewy and crunchy.

For more information or to learn more about NYPD Pizza’s 11 locations throughout metro-Phoenix, visit www.aznypdpizza.com, or follow on Twitter: @NYPD_Pizza and Facebook: www.facebook.com/NewYorkPizzaDepartment.

About NYPD Pizza

It’s been more than 16 years since Scott and Greg Ziegler moved to the Valley from Long Island

to open their first NYPD Pizza neighborhood restaurants. Now locally-owned and operated by Richard Stark, CEO and majority shareholder, NYPD has served more than 2.5 million pizzas.

NYPD Pizza is the only pizza restaurant in the Greater Phoenix Area that offers a private-label beer, called NYPD Uptown Amber Ale™, a registered trademark owned by Ziegler's NYPD, LLC. NYPD Uptown Amber Ale is locally crafted by The Phoenix Ale Brewery.

NYPD Pizza won the 2012 and 2011 *Phoenix New Times* Readers' Choice award for "Best Slice" and was named "Best Italian" at TASTE Chandler's Culinary Festival 2011. Carryout, delivery, express lunch specials and catering services are available at all 11 Valley-wide locations. For more information please visit www.aznypdpizza.com.

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