

FOR IMMEDIATE RELEASE

EDITORS, NEWS DIRECTORS:

A Campaign Rally to Launch the Pizza Primary is set for Elm Street in downtown Manchester Saturday Jan 7 from 3-5 pm. For more details, contact Pizza Party Chair Carmelle Druchniak, 603-785-8027, or email yourscoutpr@gmail.com



Join the Pizza Party and Cast a Vote for Good Taste!

Rustic Crust Launches First-in-the-Nation Pizza Primary

*Voters can choose a “crust they can trust”
and enter to win free pizza for a year*

MANCHESTER, NH – January 6, 2012 – In this presidential primary year, voters can choose good taste and cast their ballot for a candidate they can really sink their teeth into.

Rustic Crust will host a campaign rally featuring its wood-fired pizza oven truck in downtown Manchester Saturday, Jan. 7, from 3-5 pm to launch the First-in-the-Nation Pizza Primary.

The primary is centered around a Facebook campaign that allows pizza-lovers to choose a “crust they can trust” and enter to win free pizza for a year. Details can be found at www.facebook.com/rusticcrust.

“The presidential primaries have begun, and we want to give voters the right to choose their crust candidate,” says Rustic CEO Brad Sterl. “Why limit yourself to the Democrat or Republican parties, when the Pizza Party is so much more fun?”

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Rustic Crust is the #1 U.S. national brand of natural prepared, ready-made pizza crusts, and the slate of crust candidates ranges from Pizza Originale to gluten-free Napoli Herb.

The Facebook Pizza Primary ballot includes each candidate's platform, motto, personal presidential hero and the reason they deserve the vote. For instance:



Like · 1,715 people like this.

Platform – A multi-grain encounter of the organic kind

Motto – “A healthy pie and a healthy planet!”

Personal Presidential Hero – Barack Obama, the closest we’ve come to an organic president

Why Vote for Me?
I offer health and a ‘green’ vision of the future. Heck, I AM the future!



Like · 1,715 people like this.

Platform – Whole grain pizza – the future of pizza pie!

Motto – “The whole grain, and nothing but the grain.”

Personal Presidential Hero – Teddy Roosevelt, a Rough Rider who sometimes went against the grain.

Why Vote for Me?
I think the American people are all or nothing: give ‘em whole grain or nothin’.

“Read our crusts – no GMOs,” says Sterl, who adds that voting for a crust candidate literally turns conventional wisdom upside down when it comes to tallying votes and calling a winner.

“After all, when it comes to pizza crusts, it’s better on the bottom,” says Sterl.