

Media Contact:

Jordan Peel or Ron King
877-382-2999

jpeel@vanguardcommunications.net

rking@vanguardcommunications.net

LaMar's Offers Free Donut on World Teachers' Day

Teachers receive free apple spice cake donut on October 5th as a token of appreciation

DENVER, Colo., September 26, 2007 – In celebration of World Teachers' Day, held annually on October 5 since 1994, LaMar's Donuts will offer a free apple spice cake donut to teachers visiting any LaMar's location that day.

According to United Nations Educational, Scientific and Cultural Organization (UNESCO), World Teachers' Day commemorates teacher's organizations worldwide. It is celebrated every year in more than 100 countries, not only in the countries where the teachers are better paid and have better teaching conditions, because of the greater investment in education, but also in countries where the lives and liberty of the teachers are under threat from guerilla groups or oppressive regimes.

Each teacher who presents a photo identification card will receive a donut as a thank-you gesture.

"Teachers are rarely thanked and appreciated as much as they should be," said Anthony Bonelli, CEO of LaMar's. "LaMar's takes great pride in the celebration of World Teachers' Day – this is our way of giving back to our local teachers and saying 'we appreciate you!'"

To learn tips to show teachers you care, please visit LaMar's online at www.lamars.com/worldteachersday

About LaMar's Donuts

Founded in 1960 by Ray Lamar, LaMar's Donuts made its debut in Kansas City. Based on the donut shop's phenomenal success and widespread reputation, franchises began selling in the early 1990s for bistro-style donut stores. LaMar's now has 28 locations in seven states: Alabama, Arizona, Colorado, Kansas, Missouri, Nebraska and Tennessee. LaMar's donuts have been recommended by Zagat's Survey, the New Yorker and Gourmet Magazine, and have been chosen as best donut by newspapers nationwide. Additional information can be found at www.lamars.com