

**SARA LEE FROZEN BAKERY AND CHEF PIERRE® CELEBRATES NATIONAL PI DAY AT THE
TRAVERSE CITY GREAT LAKES CHILDREN'S MUSEUM**

Oakbrook Terrace, Ill. – March 14, 2023 - Sara Lee Frozen Bakery will celebrate National Pi Day in Traverse City with a pie donation to the Great Lakes Children's Museum. Honoring the holiday that is both about delicious pies AND the mathematical constant π , which is often rounded to 3.14, Sara Lee Frozen Bakery will help guests celebrate at the Museum for a day of fun activities related to geometry, math, and – of course – pie from Sara Lee Frozen Bakery.

Pi Day is an exciting celebration of the delicious treat that we all love. Sara Lee Frozen Bakery is donating apple and cherry pies to the Great Lakes Children's Museum to make this day even more special. During various sessions, visitors can participate in games, crafts, activities, and a story - all while enjoying a free piece of pie!

"We are grateful for the support of Sara Lee Frozen Bakery and we see this event partnership as a natural fit for the Museum today," said Mike Long, GLCM Executive Director "The more senses you can engage in a child, the higher the probability that learning occurs. By combining a foundational, mathematical concept such as Pi with delicious Sara Lee pies, children are more likely to remember a pleasurable experience when back in the classroom. Hands-on, experiential activities help achieve those A-Ha! moments in children that support a lifelong love of learning,"

The Great Lakes Children's Museum provides a unique hands-on learning experience for children aged 1-8 and their adults. Through play, children can explore, discover, and have fun while learning. The museum offers a variety of activities that are designed to foster creativity, problem solving, critical thinking and collaboration. With interactive exhibits, educational programs and special events, the museum is sure to provide an engaging and enjoyable experience for both children and adults.

Not only can visitors explore the museum's exhibits, but they can also enjoy a special story-telling session with "All for Pie, And Pie For All". This captivating tale will be shared with all visitors on Pi Day as part of admission to the museum. Visitors will get to explore a variety of activities that are included in their admission. From interactive exhibits to educational programs, there is something for everyone to enjoy.

Guests can visit the Museum on March 14th (from 8:30am – 3:30pm) to celebrate Pi Day and explore all that the museum has to offer. Museum space is limited and requires reservations to ensure enough room for all, so please visit www.greatlakeskids.org to reserve a spot - and pie!

About Sara Lee Frozen Bakery:

Sara Lee Frozen Bakery is an industry-leading maker of frozen bakery and desserts, committed to delivering quality and value for every foodservice, retail and in-store bakery need. The company's growing family of brands includes Sara Lee®, Chef Pierre®, Van's®, Bistro Collection®, Superior on Main® and Cyrus O'Leary's®. Sara Lee Frozen Bakery is headquartered in the Chicago suburb of Oakbrook Terrace with a state-of-the-art Research & Development facility and bakeries in Massachusetts, Michigan, North Carolina, and Washington. Using carefully sourced ingredients and time-honored recipes, the company is committed to making life's moments a little sweeter, putting its customers first and discovering new ways to make everyone's favorite foods even better. To learn more, visit www.saraleefrozenbakery.com.

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Media Contact:

Natalie Boscia, Natalie B Public Relations

natalie@nataliebpr.com | 773.317.1088