

For Immediate Release

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www.arizonaschildren.org

Hickman's Family Farms and Valley's Favorite Breakfast Spots Invite Guests to Wear PJs at "Breakfast for Dinner" Night *To Benefit Arizona's Children Association Foster Care Programs*

Phoenix (July 7, 2009) -- What's better than breakfast for dinner? How about eating it in your pajamas? Some of the Valley's favorite breakfast restaurants are putting on their PJs for one night only to help Hickman's Family Farms, Arizona's only commercial egg producer, celebrate its 65th anniversary. On August 14, at 5 p.m., nine breakfast restaurants will open for **PJs & Eggs** -- a special "breakfast for dinner" event with proceeds benefitting Arizona's Children Association statewide foster care programs.

Customers that have "breakfast for dinner" at each participating restaurant are welcome to wear their pajamas and bring a new pair (any size), which will be donated to children in the AZCA's foster care programs. In return customers will receive a certificate for a free dozen of Hickman's Eggs and will be entered to win prizes such as a "PJs & Eggs" breakfast party for 65 friends. Participating restaurants will begin pajama collection the week of July 13, leading up to the event night. Participating restaurants are:

Matt's Big Breakfast (Phoenix)
First Watch (Scottsdale)
Over Easy (Phoenix)
Kiss the Cook (Glendale)
Bacon (Scottsdale)

Scramble (Phoenix)
U.S. Egg (Bell Towne Center)
T.C. Eggington's (Mesa)
Breakfast Club/Stax (Scottsdale)

"Not only is 'breakfast for dinner' a fun way to spend time with the family, the meal is quick, nutritious and economical," said Clint Hickman, vice president of sales for Hickman's Family Farms. "With eggs costing only a few cents each, making breakfast for dinner is a great weekly tradition to start with your family that will cut down on your grocery bill. We are fortunate to work with such a great group of restaurants for the PJs & Eggs event and hope this can be an annual event."

AZCA's adoption and foster care programs, offered in most areas of the state, are vital resources for matching children in need with safe and loving families. There are more than 10,000 children in Arizona's foster care system ranging from newborn to 18 years old. "Most children come into foster care because of neglect and abuse with little more than the clothes on their back," said Marc Kellenburger, senior vice president and chief development officer of AZCA. "With state budget cuts affecting fulfilling the needs of these children, we are thrilled with the partnership of Hickman's Family Farms and the nine participating restaurants."

For complete details on participating restaurants, visit www.hickmanseggs.com.

About Hickman's Family Farms

Celebrating 65 years, Hickman's Family Farms has been family-owned and operated in Arizona since 1944. Beginning with a flock of less than 500 in Grandma Hickman's back yard, by 1993 Hickman's was left standing as the only Arizona egg producer with chickens and a USDA-inspected processing plant. Hickman's currently operates three production facilities in Arizona, which house a combined total of close to five million chickens. Despite its massive growth, Hickman's Family Farms remains committed to supplying fresh product at competitive prices. For more information visit: www.hickmanseggs.com.

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