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Papa John's Marks The Holidays With 1m Slice Giveaway

PIZZA GIANT AIMS TO DONATE UP TO 1 MILLION PIZZA SLICES TO GLOBAL CHARITIES THROUGH ITS 'SLICES OF HAPPINESS' HOLIDAY SEASON CAMPAIGN

MILTON KEYNES, England, Dec. 15, 2021 /PRNewswire/ -- Papa John's is helping to put the 'happy' into the holidays by aiming to donate up to one million pizza slices globally, for its international Slices of Happiness campaign.

For every #SliceofHappiness hashtag shared on Instagram and Facebook from today, or purchase of a qualifying bundle deal, Papa John's will donate a pizza slice to global charities this holiday season.

In 2020, more than 500,000 pizza slices were gifted globally to say thank you to key workers and unsung heroes of the pandemic in markets including Ecuador, Chile, Spain, Qatar, Korea and China.

This year, Papa John's aims to double last year's donations and gift up to one million pizza slices internationally.

The brand's latest marketing campaign video announces the return of Slices of Happiness and shows how people can take part via social media, simply by sharing what makes them happy.

Instagram and Facebook users need to take a photo of themselves enjoying a pizza slice and upload to Instagram or Facebook Stories, adding their 'happy ingredients' – their choice of happy stickers and emojis – to decorate the pizza.

For every post tagged with the relevant local Papa John's handle and #SliceofHappiness, Papa John's will donate a pizza slice to charity.

Social users can also include a newly-created Slices of Happiness sticker, available to add to their own Instagram or Facebook Story by searching for 'Papa Johns' in Instagram or Facebook stickers.

Launching ahead of the holiday season, customers who purchase the qualifying bundle deal for their market will automatically generate a Slices of Happiness donation too.

Jo Blundell, VP of International Marketing at Papa John's, comments: "*As we reach the end of another challenging year for many, we're pleased to announce that once again, Papa John's will be delivering Slices of Happiness to worthy causes this holiday season. We look forward to seeing how consumers around the world will get creative with their happy ingredients all in the name of giving back*."

Slices of Happiness follows last month's global Plant Love marketing campaign, which saw Papa John's use real crew members – for the first time internationally – proudly holding up pizza boxes displaying the small sustainable steps that Papa John's has taken locally for the good of the planet.

Notes to editors

For more information regarding the new Slices of Happiness campaign, or any of the items available on the Papa John's menu, please visit PapaJohns.com

About Papa John's

Papa John's International, Inc. (NASDAQ: PZZA) opened its doors in 1984 with one goal in mind: BETTER INGREDIENTS. BETTER PIZZA.® Papa John's believes that using high quality ingredients leads to superior quality pizzas. Its original dough is made of only six ingredients and is fresh, never frozen. Papa John's tops its pizzas with real cheese made from mozzarella, pizza sauce made with vine-ripened tomatoes that go from vine to can in the same day and meat free of fillers. It was the first national pizza delivery chain to announce the removal of artificial flavors and synthetic colors from its entire food menu. Papa John's is headquartered in Louisville, Ky. and is the world's third-largest pizza delivery company with more than 5,500 restaurants in 50 countries and territories as of Sept. 26, 2021. For more information about the Company or to order pizza online, visit www.PapaJohns.com or download the Papa John's mobile app for iOS or Android.

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