



villa enterprises management

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**CONTACT: LESLIE DIXON JR.**

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**973-285-4800 x-6864**

## **VILLA PIZZA MAKES SLICES COUNT FOR HARLEM STUDENTS**

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**GIFTED HARLEM STUDENTS LEARN A DELICIOUS LESSON AT VILLA'S TIMES SQUARE LOCATION**

NEW YORK CITY – Villa Enterprises Management **Ltd, Inc. and its affiliates (Villa Enterprises)**, one of the nations fastest growing multi-concept franchisors hosted a day of innovative learning and fun for some elementary school children. The event took place at the flagship Villa Pizza location in Times Square. The students from East Harlem's Talented and Gifted School for Young Scholars (TAG) visited Villa Pizza not just for an early lunch but also to get a taste of the art of pizza making and to practice some of their math skills in the process.

Forty first-graders, resplendent in crisp school uniforms, learned some lessons about handling dough as they perused menus, compared costs, estimated prices, and practiced fractions. The real fun came when the students were all given Villa Pizza Maker T-shirts to prepare for a lesson on how to make pizza presented by Villa Pizza manager Juan Serraty. The students then branched off into groups of four and each student made his or her own personal pizza from scratch. In a matter of minutes they got chance to sample the fruits of their labors.

The event was organized by math coach Joann Pezzano, who explained, "It's important for kids to see how math can be used in the real world. This is the fourth year we have come to Villa Pizza and each visit had been a great success". TAG teachers Jennifer Cosme and Cynthia Natiello, also of the Talented and Gifted School for Young Scholars accompanied the children on their visit as well.

"The students had an enjoyable and educational experience. We plan to make this an annual event here at Villa Pizza," said Andrew Steinberg, Senior Vice President of Business Operations for Villa Enterprises. The school will carry forward from this event by having a restaurant center set up in the classroom so the children can continue to expand on the lessons that they learned.

TAG is one of the top K-8 schools in New York City's five boroughs. Students must take the city-wide gifted test and score in the 97<sup>th</sup> percentile to be admitted.

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Times Square Villa Pizza manager Juan Serraty giving a student hands-on experience



The students from Harlem's Talented and Gifted School for Young Scholars



Joann Pezzano, math coach and event organizer lends a helping hand with the flour)



Lori Orrico of Villa Enterprises displays the Villa Pizza Maker shirts given to each participant



The students' finished personal pizzas came in a variety of shapes and sizes



Participants enjoying some authentic Villa Pizza for lunch

### **About Villa Enterprises**

Villa Enterprises Management, headquartered in Morristown, New Jersey, was founded by Naples, Italy native Michele Scotto in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City. Villa Enterprises has grown into an international organization comprised of over 300 restaurants in 37 US states and 5 foreign countries. In addition to Villa Pizza – their flagship brand concept – Villa Enterprises operates four additional brands including Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steaks & Fries. Villa Enterprises brands are located in a multitude of locations including malls, airports, casinos, college campuses and outlet centers, with its flagship Villa Pizza located in New York City's Times Square.

Additionally, Villa Enterprises has diversified its portfolio with the acquisition of several upscale full-service restaurants in the New York City metropolitan area, featuring diverse offerings such as Italian and American Cuisine as well as Steakhouses.

**25 Washington Street • Morristown, NJ 07960 • 973-285-4800 • Fax: 973-401-0121**  
**[www.villaenterprises.com](http://www.villaenterprises.com)**