



## **ESPN Chicago and First Midwest Bank Name Breaking Bread Catering & Deli the Winner of “Giving Small Business a Big Future” Contest**

CHICAGO, IL. (June 9, 2020) – ESPN Chicago, in partnership with First Midwest Bank, is excited to announce Breaking Bread Catering & Deli, located in Cary and Crystal Lake, as the winner of the “Giving a Small Business a Big Future” contest, which awards them a customized \$50,000 advertising campaign to air on ESPN 1000. The winner was chosen based on passion for their business, innovation, employee loyalty, impact on their community and overall culture.

When COVID-19 shut down the family owned restaurant, Breaking Bread Catering & Deli knew it needed to pivot and create a new business plan. After reaching out to customers through social media asking for donations, the company launched its Brown Bag Lunch program to feed front line responders and thank them for their work. Breaking Bread Catering & Deli exceeded its initial goal of 1,000 lunches and are on the way to making 3,000 lunches.

“We are so thankful. This is going to help us in so many ways,” said Teri Plazak, who owns Breaking Bread Catering & Deli with her husband, Chris. “It’s exciting to think of the things we can do and more ways we can help people and join together to get through this.”

“We would like to thank all of the small businesses who submitted applications and are excited to award Breaking Bread Catering & Deli with the \$50,000 advertising campaign, which would not have been possible without the incredible partnership and generosity from First Midwest Bank,” said ESPN Chicago Market Manager Mike Thomas. “Our sales team is eager to create a plan to elevate their business and achieve their advertising goals.”

Breaking Bread Catering & Deli will work in tandem with ESPN Chicago’s marketing consultants to create a customized campaign that will drive success specific to their business goals and objectives. ESPN 1000 prides itself on its personalized, consultative approach with advertising partners, and looks forward to working with them with the support of First Midwest Bank.

“Small businesses play an important role in revitalizing our communities as we begin to re-open our economy,” said Jim Stadler, Chief Marketing and Communications Officer, First Midwest Bank. “We are proud to recognize Breaking Bread Catering & Deli and all the inspiring small business owners who are making a positive impact in helping our neighborhoods and cities get our momentum back.”

The contest received more than 80 submissions, with applications coming from Illinois, northwest Indiana, and the Quad Cities. Nominees must have been in business for at least two years, with an annual revenue less than \$5 million and no more than 30 full-time employees.

Visit [www.thrivingtomorrow.com](http://www.thrivingtomorrow.com) to read more about the other businesses who applied.

###



### **About Good Karma Brands**

Good Karma Brands, LLC (GKB) is a sports media and entertainment company with expertise in local sports marketing activation. In addition to ESPN 1000 Chicago, radio assets include Newsradio WTMJ in Milwaukee, five additional ESPN affiliated radio stations and two stations in Beaver Dam, Wis. In partnership with ESPN, GKB can also offer local marketing partners geo-targeted advertising on ESPN's digital platforms. In addition to its radio assets, GKB boasts a number of premium brands, including an events division that produces the Wisconsin Sports Awards, Tundra Trio hospitality houses in Green Bay, Wis., and the Cheribundi Boca Raton Bowl. GKB also owns two Wisconsin-based Verizon Premium Wireless retail stores specializing in concierge service, and a home furnishings and design business called the Home Market. For more information, please visit [www.goodkarmabrands.com](http://www.goodkarmabrands.com).

### **About First Midwest**

First Midwest Bancorp, Inc. (NASDAQ: FMBI) is a relationship-focused financial institution and one of the largest independent publicly traded bank holding companies based on assets headquartered in Chicago and the Midwest, with approximately \$20 billion of assets and an additional \$11 billion of assets under management. First Midwest Bank, Park Bank and First Midwest's other affiliates provide a full range of commercial, treasury management, equipment leasing, consumer, wealth management, trust and private banking products and services. First Midwest operates branches and other locations throughout metropolitan Chicago, southeast Wisconsin and across the Midwest. Visit First Midwest at [www.firstmidwest.com](http://www.firstmidwest.com).

### **Media Contacts:**

Liz Staed [lstaed@goodkarmabrands.com](mailto:lstaed@goodkarmabrands.com) | 414-273-3776

Maurissa Kanter [maurissa.kanter@firstmidwest.com](mailto:maurissa.kanter@firstmidwest.com) | 708-831-7345