



**JUNIOR LEAGUE OF  
MEMPHIS**

*Women building better communities*

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**FOR IMMEDIATE RELEASE**

**THE LOST PIZZA COMPANY PARTNERS WITH JUNIOR LEAGUE OF MEMPHIS  
Restaurant Donates Percentage of Grand Opening Proceeds**

Memphis, Tenn. – On March 21, 2014, The Lost Pizza Company will open its fast-casual restaurant in the former Ronnie Grisanti's location in Chickasaw Crossing Shopping Center, near Poplar and Union Extended. And through a partnership with the Junior League of Memphis, Lost Pizza is making its first foray into corporate citizenship in the Memphis area. The restaurant will donate a percentage of proceeds from its Grand Opening week to Junior League of Memphis—the amount will range from \$5,000 to \$10,000.

Will McPherson, president of JJ Brothers LLC, bought the franchise rights to the Memphis area, and is excited to expand on The Lost Pizza Company concept started by Brooks Roberts and Preston Lott in Indianola, Miss. The restaurant will offer lunch, dinner, a full bar and a large outdoor patio, and a menu that includes pizza, salads, pasta, fresh vegetables and more. Additionally, the dough and sauces are made fresh daily, and the meats and cheeses are all natural with no preservatives.

The restaurant's fun and funky atmosphere surrounds patrons with art and music relics from the Delta. "The concept that Brooks and Preston have put together really is cool. The décor, the vibe and the great food and beer just make you want to hang out at Lost Pizza and never leave," said McPherson. "We are excited to bring this restaurant concept to Memphis, and we are very glad to be working with the Junior League of Memphis. We enjoy partnering with impactful community organizations; and, of course, it will enable us to get the word out about The Lost Pizza Company to some of the movers and shakers in the Memphis area."

**About the Junior League of Memphis**

The Junior League of Memphis is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. As one of the largest volunteer groups in the Mid-South since 1922, the JLM is committed to improving the lives of women and children in the Memphis community. For more information, please visit [www.jlmemphis.org](http://www.jlmemphis.org).

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