



PRESS RELEASE

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BLACK BEAR DINER AND SMASHBURGER 'TEE OFF' FOR AZMN'S 8TH ANNUAL CHARITY GOLF TOURNAMENT

GLENDALE, AZ - October 3, 2012 – The Arizona Myeloma Network (AzMN) is proud to have the support of Black Bear Diner and Smashburger in raising awareness for myeloma, a rare bone marrow cancer. The 8th Annual AzMN/UA Cancer Charity Golf Tournament will be held on Saturday, November 10, 2012 at the McCormick Ranch Golf Course located at 7505 E. McCormick Parkway, Scottsdale, AZ 85258. The tournament will have a 'Cowboy/Western' theme and celebrates the courage and 'grit' of the American Southwest and those who are battling myeloma and other cancers. It will feature a super raffle, celebrity players, awards and a live and silent auction. A barbeque buffet is included for golfers and is available at \$35 per person for non-golfers.

"AZMN is a great cause. I initially got involved because I thought our restaurants should do more to give back to the community. However, the passion and commitment that Barbara and Jack have for this cause inspired me to really get involved and has sustained our long-term partnership with AZMN," said Kurt Riske, Brand Manager for Black Bear Diner and Smashburger.

In addition to the golf tournament, Black Bear Diner has also sponsored an annual 'Bears That Care' Raffle and Spaghetti Dinner for AzMN over the years. This year's Spaghetti Dinner will be held on Tuesday, October 23rd all day at Black Bear Diner locations in Glendale, Gilbert and Goodyear.

"Black Bear Diner and Smashburger have been our friends and partners over the past seven years. When my husband was diagnosed with myeloma, we felt so alone and didn't know where to turn. It means a lot to us to have the community's support so that we can really help more patients and caregivers in Arizona, and also reach out to the underserved who are often left out of the cancer care system. All of us are working together to give help and hope to others who are battling cancer," adds Barbara Kavanagh, AzMN President and Founder.

Golfers wishing to register for the tournament or those wishing to make a donation can visit the AzMN website at: <http://www.azmyelomanetwork.org/pine-golf>. For additional information, contact Golf Tournament Manager Debbie Waitkus, Golf for Cause at dwaitkus@golfforcause.com, 602.840.0607 or Barbara Kavanagh at 623.388.6837

About SunWest Restaurant Concepts, Inc.

A subsidiary of Phoenix-based SunWest Restaurant Concepts, SunWest Burgers LLC principals--David Doty, Chuck Riske and Robin Yoshimura-- collectively bring over 40 years of restaurant industry experience to Smashburger. Early 2009, they signed a 30-unit development agreement with Smashburger to develop units in Maricopa County over the next five years. They are a Founding Club franchisee member and part owner in the overall company developing the Smashburger brand. SunWest recently received the "2012 Leadership" award from Smashburger for their outstanding performance in the Phoenix market, after previously earning "Franchisee of the Year" in both 2010 and 2011. SunWest also operates 5 Jerry's Restaurants and 6 Black Bear Diners in Arizona, Nevada and Oklahoma.

About Arizona Myeloma Network

Myeloma is a complex and often misdiagnosed cancer of bone marrow plasma cells that attacks and destroys the bone. Founded in 2004, the Arizona Myeloma Network (AZMN) is a 501(c)(3) nonprofit charity organization that conducts outreach events and education programs, with special consideration for the underserved African-American, Asian-Pacific, Hispanic American and Native American populations. Volunteers and donations are always welcomed – see www.azmyelomanetwork.org.

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