



SMASHED FRESH. SERVED DELICIOUS.



**Black Bear  
Diner**

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FOR IMMEDIATE RELEASE

## **SUNWEST & AZ MYELOMA NETWORK TEAMING UP TO SMASH OUT CANCER**

In store donations and Charity Golf Tournament

September 17, 2013—SunWest Restaurant Concepts; Franchise owners of Smashburger, the nation's fastest growing "better burger" restaurant, and Black Bear Diner, serving quality comfort food for over 15 years; is teaming up with Arizona Myeloma Network to "Smash Out Cancer." Beginning on Wednesday, September 18<sup>th</sup> the 13 Smashburger Phoenix Metro locations, and 5 Arizona Black Bear diners will begin accepting monetary donations.

All donations received will benefit the Arizona Myeloma Network to raise awareness for myeloma, a rare bone marrow cancer. Those donating the Black Bear diner have a chance to win "Brutus" the infamous Black Bear Diner 4' Bear or Dinner for 8 at the Black Bear Diner. Those donating at Smashburger have the opportunity to win FREE Smashburger for a year!

SunWest's Smashburger Chief Smasher Kurt Riske has sat on the Myeloma Network board for more than 7 years. "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."

SunWest is also a very proud Gold sponsor of The 9<sup>th</sup> Annual AzMN/UA Cancer Charity Golf Tournament, which will be held on Saturday, November 16, 2013 at the McCormick Ranch Golf Course located at 7505 E. McCormick Parkway, Scottsdale, AZ 85258. It will feature team prizes, contest holes, a super raffle, awards and a live and silent auction. Local residents, Barbara and Jack Kavanagh, founders of AzMN, have dedicated themselves to helping other cancer patients and caregivers. Jack is a 22-year myeloma survivor and his wife has been his caregivers and advocate. "The golf tournament is our major fundraiser, and it's a full day of fun while supporting a worthy cause," states Barbara Kavanagh, AzMN Founder and President.

**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](http://www.azmyelomanetwork.org).

**About Sun West Restaurant Concepts**

A subsidiary of Phoenix-based Sun West Restaurant Concepts, Sun West 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. Sun West 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. Sun West also operates 5 Jerry's Restaurants and 6 Black Bear Diners in Arizona, Nevada and Oklahoma. [www.blackbeardiner.com](http://www.blackbeardiner.com) [www.smashburger.com](http://www.smashburger.com)

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