

**Media Contact:****LAUREN GRILLO****CELL** 303.350.8300[lauren@grillomediagroup.com](mailto:lauren@grillomediagroup.com)[www.mellowmushroom.com/colorado](http://www.mellowmushroom.com/colorado)**MELLOW MUSHROOM ABOUT TO GET A MILE HIGH**

*Family friendly pizzeria offering a diverse menu in a hip and comfortable environment is coming to the new Streets at SouthGlenn in August*

Mellow Mushroom, a one of a kind fun and funky pizza joint is bringing its tasty food and something for everyone atmosphere to Colorado with the first location set to open at Streets at SouthGlenn in Centennial on August 27, 2009. Morris and Sharon Purcel, of Georgia along with son Shane and daughter and son-in-law Holley and Jason Griset acquired the rights to all of Colorado because they see the fun and funky Mellow Mushroom as a perfect fit for Colorado's laid back, fun loving atmosphere.

Situated in the heart of The Streets at SouthGlenn in Centennial, Mellow Mushroom features a wide offering of delicious fare ranging from traditional pizza to vegan options with enough hoagies, toppings, calzones and salads to please any palate. Since its inception, Mellow Mushroom has taken pride in using the finest ingredients available to make each and every creation on the menu. To compliment the top notch food, Mellow Mushroom will feature 36 beers on tap, many of them local brews. The bar area easily accommodates people looking to catch a drink after work or a game with friends. Meanwhile, both adults and kids can enjoy a massive 135 foot mural featuring mascots Mel, Dude and Wiz taking part in their own Colorado adventure. Outside is a large covered patio perfect for people watching or enjoying some nice weather. For times that don't allow for a sit down meal, Mellow Mushroom has a courtyard kiosk that serves people on the go. The Streets at SouthGlenn cinema is located across from Mellow Mushroom, so moviegoers with the munchies can even swing by the courtyard kiosk to grab a quick bite before the show.

The Purcel and Grisets spent almost two years finding the perfect location for Colorado's first Mellow Mushroom and developing a store that represents the eclectic and easygoing attitude of Colorado while maintaining the "bohemian-chic" atmosphere and quality food that is synonymous with the Mellow Mushroom name.

"I had a vision to take Mellow Mushroom out to Colorado and to create a business for my family to grow together. Our long-term plan is to open 15 locations throughout Colorado over the next several years," said Centennial Mellow Mushroom co-owner, Morris Purcel. "I'm fortunate that my partners are not only my family, but each one also brings an integral skill to our business model. Together, we are proud to bring the best pizza in the country out to Colorado. We know that Mellow Mushroom will fit great into the local neighborhoods; and residents will fall in love with the food!"

With a concert quality sound system, Mellow Mushroom will host live music and local artists. The Centennial location is eco-friendly with LED lighting throughout the restaurant, flushless urinals and low-impact construction materials. A second location is scheduled to open Spring 2010 on 16th Street in Downtown Denver.

To set up an interview with store operator, Shane Purcel, or plan a location visit, contact Lauren Grillo by e-mail at [lauren@grillomediagroup.com](mailto:lauren@grillomediagroup.com) or by phone at 303.350.8300. For more information, visit the Mellow Mushroom website, <http://www.mellowmushroom.com/colorado>.

# # #

#### **ABOUT MELLOW MUSHROOM**

Founded by 3 Georgia college students, the first Mellow Mushroom, a funky hole-in-the-wall pizza joint, opened its doors in 1974 and quickly attracted crowds that spilled out onto the sidewalks. Recognizing that they had something special, the founders opened a second location within a year and began franchising 10 years later. These days, the Mellow Mushroom collection features more than 100 locations sprinkled throughout Southeastern college towns and beyond. Touted as “bohemian-chic,” each location has its own unique flair while maintaining the fun, energetic and trendy atmosphere that distinguishes Mellow Mushroom from the typical pizza joint. By standing firmly behind their goal of serving the finest product possible in terms of health and taste, the Mellow Mushroom name has become synonymous with quality. Visit [www.mellowmushroom.com](http://www.mellowmushroom.com) for merchandise, menus and locations.