

CHEESECAKE FACTORY INCORPORATED
Form 8-K
August 30, 2006

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported):

August 29, 2006

**THE CHEESECAKE FACTORY INCORPORATED
(Exact Name of Registrant as Specified in its Charter)**

Delaware
(State or other jurisdiction
of incorporation)

0-20574
(Commission File Number)

51-0340466
(IRS Employer Identification No.)

**26901 Malibu Hills Road
Calabasas Hills, California 91301**
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code:
(818) 871-3000

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14.d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

August 29, 2006

SECTION 8 OTHER EVENTS

ITEM 8.01 OTHER EVENTS

In a press release dated August 30, 2006, The Cheesecake Factory Incorporated announced that it opened its 109th Cheesecake Factory restaurant on August 29, 2006 at the Colonie Center Mall in Albany, New York. The restaurant contains approximately 10,800 square feet and approximately 300 seats.

To celebrate the opening, The Cheesecake Factory hosted a benefit on August 26, 2006 for Gilda's Club Capital Region New York, a non-profit organization dedicated to providing social activities, lectures, workshops and networking groups to people living with cancer, and their families and friends. The ticket price for the event included cocktails, appetizers, a sampling of several entrees, live music and the Company's signature cheesecakes. The Cheesecake Factory, along with its vendors, underwrote the event in order to donate 100% of the proceeds from ticket sales, approximately \$25,000, to Gilda's Club Capital Region New York.

The full text of the press release is attached as Exhibit 99.1 to this report and is hereby incorporated by reference herein.

SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

(d) Exhibits

**99.1 Press release dated August 30, 2006 entitled,
The Cheesecake Factory Opens in Albany, New York**

2

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: August 30, 2006

THE CHEESECAKE FACTORY INCORPORATED

By:

/s/ MICHAEL J. DIXON
Michael J. Dixon
Senior Vice President and Chief
Financial Officer

3

EXHIBIT INDEX

Exhibit	Description
99.1	Press release dated August 30, 2006 entitled, The Cheesecake Factory Opens in Albany, New York

4
