

CHEESECAKE FACTORY INCORPORATED  
Form 8-K  
July 24, 2006

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**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): July 24, 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  
(Address of principal executive offices)

91301  
(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))
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**SECTION 8 OTHER EVENTS**

**ITEM 8.01 OTHER EVENTS**

In a press release dated July 24, 2006, The Cheesecake Factory Incorporated announced that its foundation raised a record \$280,000 in net proceeds benefiting the City of Hope. The Cheesecake Factory Oscar & Evelyn Overton Charitable Foundation hosted its 4<sup>th</sup> Annual Invitational Charity Golf Tournament at the North Ranch Country Club in Westlake, California on June 26, 2006. Since the inception of the annual event, total net proceeds of over \$732,000 have been raised and donated to City of Hope in Duarte, California.

A copy of the press release is attached as Exhibit 99.1.

**SECTION 9 FINANCIAL STATEMENTS AND EXHIBITS**

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

99.1 Press release dated July 24, 2006 entitled, The Cheesecake Factory Raises \$280,000 for City of Hope.

**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: July 24, 2006

THE CHEESECAKE FACTORY INCORPORATED

By: /s/ MICHAEL J. DIXON

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Michael J. Dixon  
Senior Vice President and Chief Financial Officer

**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description</b>
99.1	Press release dated July 24, 2006 entitled, The Cheesecake Factory Raises \$280,000 for City of Hope