



## BASKIN-ROBBINS CELEBRATES ITS FIFTH ANNUAL 31 CENT SCOOP NIGHT BY SCOOPING UP THANKS FOR OUR FIREFIGHTERS

CANTON, Mass. (April, 2011) – [Baskin-Robbins](#), the world's largest chain of ice cream specialty shops, invites guests to celebrate its fifth annual [31 Cent Scoop Night](#) on Wednesday, April 27, 2011 from 5 p.m. – 10 p.m. at stores nationwide. During the event, Baskin-Robbins is thanking its guests by reducing prices of its 2.5 oz. ice cream scoops to 31 cents. The iconic brand is also "Scooping up Thanks for Our Firefighters" with a \$100,000 donation to the National Fallen Firefighters Foundation (NFFF). During 31 Cent Scoop Night last year Baskin-Robbins scooped more than 4 million ice cream cups and cones!

The NFFF, founded in 1992, honors America's fallen fire heroes and their families by developing and expanding programs to recognize fallen heroes and assist their families and co-workers. As part of 31 Cent Scoop Night's annual celebration, The Dunkin' Donuts & Baskin-Robbins Community Foundation is once again making a \$100,000 donation to support the National Fallen Firefighters Foundation. In addition, to encourage consumers to support NFFF programs, for the first time this year, ice cream enthusiasts will be able to donate via text message. Consumers can text 6333 (NFFF) to 50555 to make a personal \$5 additional donation.\* Consumers will receive a text message to their phone almost immediately asking them to reply with YES to confirm the donation. Any donations that are not confirmed with YES will not be complete. Anyone who makes a text donation will receive a thank you message. All proceeds of the donations go to help families of fallen firefighters through extremely difficult times.

"Our fifth annual 31 Cent Scoop Night is going to be a wonderful event for the whole family," said Brian O'Mara, Baskin Robbins Vice President of Marketing for Baskin-Robbins Worldwide. "This annual tradition provides Baskin-Robbins with an opportunity to thank not only our loyal guests by offering 31 cent ice cream scoops but also a chance to honor our partner, the National Fallen Firefighters Foundation. This year we wanted to create an opportunity for consumers to also donate to the NFFF through a mobile platform."

In addition, participating neighborhood Baskin-Robbins stores will support their local fire heroes by hosting hometown fire departments during 31 Cent Scoop Night as another way local firefighters can collect donations for their firehouses while joining the community and scooping ice cream for fun! Families can have an opportunity take pictures with their local heroes on a fire truck or talk with them about fire safety.

"We are honored to partner with Baskin-Robbins again for its 31 Cent Scoop Night," said Chief Ronald Siarnicki, Executive Director of the National Fallen Firefighters Foundation. "Local fire departments throughout the nation enjoy participating in this fun community event. Not only is it great for the community to enjoy 31 cent scoops of ice cream but it's the perfect opportunity to raise awareness of fire prevention which will help decrease the amount of preventable fires."

Throughout the month of April, ice cream aficionados can enjoy a new flavor created in honor of 31 Cent Scoop Night--Firehouse #31. This delicious flavor is the perfect blend of hot and cold - a crunchy hot cinnamon ribbon laced through red cinnamon flavored ice cream and packed with hot candy pieces with vanilla to put out the fire.. During 31 Cent Scoop Night guests can choose any flavor of ice cream and pay only 31 cents.\*\*

Baskin-Robbins lovers can follow [@BaskinRobbins](#) on Twitter and [become a fan](#) on Facebook for exclusive updates about 31 Cent Scoop Night.

To RSVP for 31 Cent Scoop Night or for additional information about the event go to the Baskin-Robbins [Facebook event page](#) or visit [www.baskinrobbins.com](http://www.baskinrobbins.com).

\*Charges will appear on the wireless bill, or be deducted from your prepaid balance. Message and Data Rates May Apply. Reply STOP to 50555 to STOP. Reply HELP to 50555 for HELP. Full Terms: [www.mGive.org/T](http://www.mGive.org/T). [Privacy Policy](#)

\*\* The cost of a 2.5 oz scoop of ice cream (or a 3 oz. Soft Serve cone) from 5 p.m. to 10 p.m. on April 27, 2011 will be 31 cents plus applicable tax. To ensure everyone can enjoy 31 Cent Scoop Night, there is a three scoop limit per person.

### About Baskin-Robbins

Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 31<sup>st</sup> annual Franchise 500® ranking, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium ice cream, specialty frozen desserts and beverages, providing quality and value to consumers at more than 6,400 retail shops in 42 countries. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,000 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands, Inc. family of companies. For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).

### About the Dunkin' Donuts & Baskin-Robbins Community Foundation

The Dunkin' Donuts & Baskin-Robbins Community Foundation brings together a wide network of stakeholders, including Baskin-Robbins franchisees, crew members and employees, to support those who serve in our communities. The focus of the Foundation is emergency response organizations and child-related causes. The goal of the Foundation is to help ensure that those heroes we depend on during a disaster have what they need to rise to any occasion, and to make a positive impact on the lives of children in the communities that we serve. To learn more about the Baskin-Robbins Community Foundation, please visit [www.dunkinbrands.com/foundation](http://www.dunkinbrands.com/foundation).

### About The National Fallen Firefighters Foundation (NFFF)

The United States Congress created the NFFF to lead a nationwide effort to remember America's fallen firefighters. Since 1992, the nonprofit foundation has developed and expanded programs to honor fallen fire heroes and assist their families and coworkers. For more information on the Foundation and its programs visit [www.firehero.org](http://www.firehero.org).