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BASKIN-ROBBINS OFFERS A SWEET DEAL WITH ITS THIRD ANNUAL 31 CENT SCOOP NIGHT EVENT

America's Favorite Neighborhood Ice Cream Shop to Donate \$100,000 to National Volunteer Fire Council's National Junior Firefighter Program

CANTON, Mass. (April 15, 2009) – Mark your calendars - [31 Cent Scoop Night](#) is back at [Baskin-Robbins](#)! America's favorite neighborhood ice cream shop is sweetening the spring season by hosting its third annual 31 Cent Scoop Night celebration on April 29, 2009, from 5 p.m. to 10 p.m., at all Baskin-Robbins locations nationwide. During the event, the iconic ice cream brand will thank its loyal customers by reducing the price of all 2.5 oz. ice cream scoops to just 31 cents.

As part of 31 Cent Scoop Night, Baskin-Robbins will make a \$100,000 donation to the [National Volunteer Fire Council's](#) (NVFC) National Junior Firefighter Program. The program serves as an umbrella for local firefighter programs nationwide, which educate youths about the vital, life-saving work of emergency service members and help prepare future firefighters to keep our communities safe. The donation will provide scholarships to outstanding junior firefighters and support the National Junior Firefighter Program. In addition, on 31 Cent Scoop Night, select neighborhood Baskin-Robbins shops will invite their local fire departments to collect donations and scoop ice cream.

"Baskin-Robbins 31 Cent Scoop Night is our way of building community spirit and celebrating the dedicated firefighters who keep us all safe," said Scott Colwell, Baskin-Robbins global marketing officer. "With so many families looking for opportunities to have fun without spending a lot of money, we're happy to offer our customers the simple pleasure of a scoop of their favorite ice cream for only 31 cents."

A Sweet Celebration

Ice cream lovers are encouraged to add some sweetness to the spring season by visiting any Baskin-Robbins store nationwide between 5 p.m. and 10 p.m. on April 29. During the event, customers can choose any flavor of ice cream and pay only 31 cents.* In time for 31 Cent Scoop Night, Baskin-Robbins is bringing back the original Daiquiri Ice and seasonal favorite Baseball Nut, as well as introducing Premium Churned Light Cappuccino Chip to the BRight Choices flavor offering. This event is also the perfect time to try new flavors, such as Made with Snickers[®], or signature favorites like Jamoca[®] Almond Fudge, Pralines 'n Cream or Gold Medal Ribbon[®].

During 31 Cent Scoop Night last year, Baskin-Robbins scooped more than four million scoops of ice cream!

Honoring Junior Firefighters

In addition to making a \$100,000 donation to the NVFC, Baskin-Robbins is partnering with the NVFC to honor 25 exemplary junior firefighters who have demonstrated outstanding commitment and service to their junior firefighter program. Chosen from nominations submitted through the National Junior Firefighter Program, honorees will enjoy free Baskin-Robbins ice cream for a year and will be recognized on the NVFC's website, www.nvfc.org. Honorees will also roll up their sleeves on 31 Cent Scoop Night and attend events at their local Baskin-Robbins stores to scoop ice cream and help raise funds for their departments.

"We greatly appreciate Baskin-Robbins support of the National Junior Firefighter Program through this generous \$100,000 donation," said Heather Schafer, NVFC executive director. "Providing scholarships to those who have shown dedication and commitment to the emergency services helps us ensure there will be firefighters to keep our communities safe for years to come."

For more information about 31 Cent Scoop Night go to our [Facebook event page](#) or visit www.baskinrobbins.com.

* 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 29, 2009 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 29th 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 6,000 retail shops in 35 countries. Baskin-Robbins was founded 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.

About The National Volunteer Fire Council

The National Volunteer Fire Council is the leading nonprofit membership association representing the interests of the volunteer fire, EMS, and rescue services. The NVFC serves as the voice of the volunteer in the national arena and provides invaluable tools, resources, programs, and advocacy for first responders across the nation. The Council's National Junior Firefighters Program helps strengthen the future of the fire service by engaging youth to learn about and participate in their local fire and emergency service organization, thus fostering a lifelong connection. For more information, visit www.nvfc.org.

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