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NEWS DIGESTS

BASKIN-ROBBINS CAKE GIVEAWAY, LICK-A-THON PROMOTE NEW OREO-FLAVORED TREATS

CANTON, MASS. — Baskin-Robbins has introduced a new line of treats flavored with Oreo cookies and is supporting the rollout with an ice cream cake giveaway and a nationwide “lick-a-thon.”

The treats, available through Nov. 4, include sundaes, shakes, ice cream cakes and cones made with Oreo cookie pieces.

The cake giveaway is an online promotion. Baskin-Robbins will award \$40 in gift certificates every day until Sept. 30 that can be redeemed for an ice cream cake.

The ice cream cone lick-a-thon will take place Sept. 20 at participating units nationwide and is to benefit local schools, libraries, clubs and charities.

Baskin-Robbins, a division of Dunkin' Brands Inc., has more than 5,600 units worldwide.