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## **BASKIN-ROBBINS OFFERS A SWEET DEAL WITH ITS SECOND ANNUAL 31 CENT SCOOP NIGHT EVENT**

***America's Favorite Neighborhood Ice Cream Shop Partners with  
National Fallen Firefighters Foundation to Honor America's Heroes***

**CANTON, Mass. (April 16, 2008)** – 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 second annual [31 Cent Scoop Night](#) celebration on April 30, 2008 from 5 p.m. – 10 p.m. at all 2,700 stores nationwide. During the event, the iconic ice cream brand is thanking its loyal customers by reducing prices of its 2.5 oz. ice cream scoops to 31 cents. Additionally, Baskin-Robbins will again partner with the National Fallen Firefighters Foundation (NFFF), in an effort to extend support to the firefighting community, by donating \$100,000 to the organization. Together, Baskin-Robbins and the NFFF will honor 31 firefighters from across the country who have demonstrated exemplary commitment to community service through the newly created [America's 31 Firefighting Heroes](#) program.

National Fallen Firefighters Foundation 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. Baskin-Robbins is making a generous donation to support the Foundation's programs which promote fire safety. Select neighborhood Baskin-Robbins stores will support their fire heroes by hosting local fire departments to collect donations and scoop ice cream for fun.

"Baskin-Robbins is proud to host 31 Cent Scoop Night for the second year and is honored to continue its partnership with the National Fallen Firefighters Foundation," said Scott Colwell, Baskin-Robbins vice president of marketing. "We are excited to host a fun event thanking our customers and supporting America's heroes. Our brand is dedicated to the communities in which we do business, and we hope this special evening can in some small way express our appreciation."

### **A Sweet Celebration**

Ice cream lovers are encouraged to add some sweetness to the spring season by visiting any of Baskin-Robbins 2,700 stores nationwide between 5 p.m. – 10 p.m. on April 30. During the event, customers can choose any flavor of ice cream and pay only 31 cents.\* 31 Cent Scoop Night is the perfect time to try new flavors like YORK® Peppermint Pattie, 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!

Ice cream enthusiasts can share the excitement of treating their group to a scoop by bringing co-workers, teammates, family, and friends to the special event. The starting line-up for a little league team can celebrate for less than \$3 while learning important fire safety information from local firefighters.

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## **America's 31 Firefighting Heroes**

To underscore a commitment to firefighting heroes, Baskin-Robbins is honoring 31 fire heroes across the country who have demonstrated an outstanding commitment to community service. Baskin-Robbins partnered with the NFFF to create the America's 31 Firefighting Heroes program as a tribute to admirable heroes in the community. Baskin-Robbins is dedicated to serving those who serve others, especially in times of crisis.

"We are happy to partner with Baskin-Robbins and honor 31 firefighters who have made a difference in their communities," said Ronald Siarnicki, National Fallen Firefighters Foundation's executive director. "Last year our team had such a great time with 31 Cent Scoop Night and we are excited to expand the program to honor America's 31 Firefighting Heroes."

The program identified local firefighting heroes across the country who have demonstrated outstanding acts of valor and service. Chosen from nominations submitted by chief fire officers, the winners of this honor will enjoy free Baskin-Robbins ice cream for a year and will be recognized on the Baskin-Robbins Web site [www.baskinrobbins.com](http://www.baskinrobbins.com). The 31 honorees will also roll up their sleeves on April 30 to scoop ice cream and support their firehouses and other local heroes during the event.

**Engineer Operator Allen Allnutt**  
Houston Fire Dept.  
Tomball, Texas

**Battalion Chief Rich Brown**  
Colorado Springs Fire Dept.  
Colorado Springs, Colo.

**Lieutenant Mike Cabral**  
Fall River Fire Department  
Fall River, Mass.

**Lieutenant Mark Chestna**  
Worcester Fire  
West Boylston, Mass.

**Lieutenant Al Cinotti**  
West Islip Fire Dept.  
West Islip, N.Y.

**Lieutenant James Congema**  
FDNY Battalion 19  
Smithtown, N.Y.

**Firefighter/Paramedic Ryan Cooper**  
Lake Mary Fire Dept.  
Sanford, Fla.

**Master Firefighter Steven Cox**  
Montgomery County Fire & Rescue  
Rockville, Md.

**Firefighter Frank Dileo**  
FDNY - Ladder 102  
Staten Island, N.Y.

**Captain Abel Fernandez**  
Miami-Dade Fire Rescue  
Miami

**Firefighter Donal Finnegan**  
FDNY - Ladder 42  
Mohegan Lake, N.Y.

**Chief Robert Gallos**  
Mount Laurel Fire District #1  
Folsom, N.J.

**Captain Wayne Gilliard**  
Fulton County Fire Dept.  
Suwanee, Ga.

**Lieutenant Charles Grover**  
Philadelphia Fire Dept.  
Philadelphia

**Lieutenant Glenn Harper**  
Nassau County Fire Rescue  
Callahan, Fla.

**Fire Engineer Daniel King**  
San Diego Fire-Rescue Dept.  
San Diego

**Lieutenant Michael Laurinaitis**  
FDNY - Ladder 154  
Bellport, N.Y.

**Firefighter Gregory Leinz**  
FDNY - Ladder 33  
Copiague, N.Y.

**Chief Anthony LoCicero**  
Franklin Square & Munson Fire Dept.  
Garden City South, N.Y.

**Firefighter Randi LoCicero**  
Franklin Square & Munson Fire Dept.  
Garden City South, N.Y.

**Firefighter Christopher Lonzo**  
Spotsylvania Fire, Rescue & Emergency Management  
Fredericksburg, Va.

**Fire Fighter Darren McVeety**  
FDNY - Ladder 55  
Amityville, N.Y.

**Inspector Specialist Donald Porth**  
Portland Fire & Rescue  
Damascus, Ore.

**Fire Chief Shane Ray**  
Pleasant View Volunteer Fire Dept.  
Pleasant View, Tenn.

**Forest Safety Manager Michelle Reugebrink**  
Tahoe National Forest  
Calpine, Calif.

**Captain William Richards**  
Montgomery County Fire & Rescue  
Rockville, Md.

**Captain Allen Smith**  
North Plainfield Fire/Rescue  
North Plainfield, N.J.

**Firefighter Doug Stewart**  
San Jose Fire Dept.  
San Jose, Calif.

**Fire Chief Dennis Rubin**  
Washington, D.C. Fire & EMS  
Dept.  
Washington, D.C.

**Firefighter Mark Smith**  
Anne Arundel County Fire Dept.  
Hampstead, Md.

**Captain Keith Wilder**  
Raleigh Fire Department  
Zebulon, N.C.

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\* The cost of a 2.5 oz scoop of ice cream from 5 p.m. to 10 p.m. on April 30, 2008 will be 31 cents plus applicable tax. To ensure everyone can enjoy 31 Cent Scoop Night, there is a ten scoop limit per person per purchase.

**About Baskin-Robbins**

Named the top ice cream and frozen dessert franchise in the United States by *Entrepreneur* magazine's 29<sup>th</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 5,800 retail shops in more than 40 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. Baskin-Robbins is proud to support the Dunkin' Brands Community Foundation, a charitable organization whose mission is to serve those who serve others, especially in times of crisis. For further information, visit [www.baskinrobbins.com](http://www.baskinrobbins.com).

**About The National Fallen Firefighters Foundation**

The National Fallen Firefighters Foundation is a nonprofit institution, established by Congress in 1992; it leads a nationwide effort to remember America's fallen firefighters and assist their families and coworkers. In 2004, it established the Everyone Goes Home Program to help prevent firefighter line-of-duty deaths.

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