



FOR IMMEDIATE RELEASE

CONTACT: Carrie Kocik/Kristen Ingraham
On Behalf of Baskin-Robbins
(617) 536-3300
ckocik@schneiderpr.com
kingraham@schneiderpr.com

BASKIN-ROBBINS® PARTNERS WITH DOSOMETHING.ORG TO INSPIRE TEEN ACTIVISM

Baskin-Robbins Announces “I Serve, You Serve” Campaign Rewarding Teen Volunteers with FREE Soft Serve Cones

CANTON, Mass. (June 1, 2009) –[Baskin-Robbins](http://Baskin-Robbins.com)®, America’s favorite neighborhood ice cream shop, and DoSomething.org, a leading not-for-profit organization that encourages teen volunteerism, today announced the launch of the *I Serve, You Serve* campaign, a plan to motivate teens to get involved in their communities. As part of this empowerment campaign, Baskin-Robbins is challenging teens to make a difference this summer by signing up to volunteer at DoSomething.org/Serve. Teens who join DoSomething.org, as well as current active volunteers, are invited to participating U.S. Baskin-Robbins stores to receive a free Vanilla Soft Serve Cone* July 13 through July 17 in celebration of National Ice Cream Month.

Each teen signing up to volunteer at DoSomething.org/Serve will receive an email coupon on July 13, which is redeemable at participating U.S. Baskin-Robbins locations for one free Vanilla Soft Serve Cone between July 13 and July 17. To help excite teens about this campaign, Baskin-Robbins will also offer great deals and give away gift checks to DoSomething.org members all summer long. Coupons and special offers will be posted on DoSomething.org/Serve throughout the summer.

"In celebration of National Ice Cream Month, we wanted to give back to the communities in which we work and live," said Scott Colwell, Global Marketing Officer for Baskin-Robbins. "What better way to do this than by partnering with DoSomething.org to show our appreciation for all the hard work teen volunteers do every day."

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“We are thrilled to be partnering with Baskin-Robbins on simultaneously serving up ice cream and volunteer opportunities this summer,” said Nancy Lublin, DoSomething.org CEO. “I can’t think of a better way to reward young people who want to make a difference in their community!”

Baskin-Robbins, known for its 31 flavors of hard ice cream, announced the nationwide launch of Soft Serve in May. Now, with 31 ways to do Soft Serve, customers can enjoy favorites like Soft Serve cones, cups and sundaes, and exciting new Baskin-Robbins menu offerings, including NEW Magic Sprinkles™, 31 ° Below™, 31 ° Below™ Pies and Fruit Creams.

For more information about I Serve, You Serve, go to Baskin-Robbins [Facebook Fan Page](#) or visit www.baskinrobbins.com. You can also follow us on Twitter @baskinrobbins

* Offer valid for teens and young adults ages 13 to 25. Must present coupon received via email or printed from DoSomething.org. Offer available while supplies last at participating U.S. Baskin-Robbins. Limit one 6 oz cone or cup per person. If Soft Serve is not available offer may be substituted for 4 oz hard scoops ice cream cup or cone.

About DoSomething.org

Do Something believes teenagers have the power to make a difference. We leverage communication technologies to enable teens to convert their ideas and energy into positive action. Recipient of Fast Company’s Social Capitalist Award in 2008 and Webby Peoples Voice Award in 2009, Do Something inspires, empowers and celebrates a generation of doers (nearly 12 million kids in 2008): Teenagers who recognize the need to do something, believe in their ability to get it done, and then take action. Plug in at www.DoSomething.org.

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.

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