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## BASKIN-ROBBINS "ICE CREAM AND CAKE" DANCES ITS WAY TO WORLD RECORD

### *Extra TV's Mario Lopez and Universal Cheerleaders Association Help Kick Off Baskin-Robbins "Ice Cream and Cake" Dance Video Contest*

**CANTON, Mass. (August 3, 2009)** – Baskin-Robbins, America's favorite neighborhood ice cream shop, today announced the setting of a new Guinness World Record™ for the Largest Cheerleading Dance\* to the tune of the "Ice Cream and Cake" song by the Buckwheat Boyz. To celebrate the launch of its new *Ice Cream and Cake Dance Video Contest*, Baskin-Robbins organized the Largest Cheerleading Dance, with Mario Lopez of Extra TV and Universal Cheerleaders Association (UCA). The online contest asks Americans to channel their love of Baskin-Robbins and ice cream cake into creative dance videos for a chance to win a \$10,000 grand prize.

#### **Mario Lopez Helps Set New World Record**

To kick off the *Ice Cream and Cake Dance Video Contest*, Baskin-Robbins hosted a Guinness World Record™ Largest Cheerleading Dance on Saturday, August 1, 2009. Mario Lopez welcomed a talented group of 225 cheerleaders who performed a choreographed dance to the "Ice Cream and Cake" song by the Buckwheat Boyz. Baskin-Robbins donated \$1 for each record-setting participant, on behalf of the UCA, to the Muscular Dystrophy Association.

#### **Grab Your Video Camera and Dance**

The *Ice Cream and Cake Dance Video Contest* will accept entries through September 9, 2009. Entrants can log on to [www.BaskinRobbins.com/VideoContest](http://www.BaskinRobbins.com/VideoContest) to download the "Ice Cream and Cake" song for free and upload their own creative dance videos to the site. Five semifinalists will be selected by a combination of public voting and expert judging by a panel of Baskin-Robbins and UCA judges. These semifinalists will then compete in a public vote for a chance to win one (1) Grand Prize of \$10,000 and \$1,000 in ice cream cake gift certificates, one (1) First Prize of \$5,000 and \$500 in ice cream cake gift certificates, and one (1) Second Prize of \$1,000 and \$100 in ice cream cake gift certificates. Prizes will be awarded based on a combination of the judging percentage score and the percentage score from the public vote. The top five semifinalists will be announced on or about September 25, and winners will be announced on or about October 12.

The contest is open to legal U.S. residents who are 13-years-old or older at the time of entry. Each person can enter an unlimited number of different videos, with no purchase necessary to participate. Entries will be judged based on the following criteria: Choreography of the Ice Cream and Cake dance (35%); Overall Visual Appeal (20%); and Originality/Creativity (20%). The remaining 25% will be awarded through public voting. Full contest rules are available at: [www.BaskinRobbins.com/VideoContest](http://www.BaskinRobbins.com/VideoContest).

### **Ice Cream Cakes Starting at \$9.99**

The “Ice Cream and Cake” song is featured in Baskin-Robbins new advertising campaign. The campaign showcases the variety of ice cream cakes available at Baskin-Robbins for any occasion starting at just \$9.99. The spot features Baskin-Robbins newest cake, the Brownie a la Mode, a dessert that serves up to 10 people at a suggested retail price of \$9.99, or about \$1 a slice. Stores may also reduce the price of a selection of classic Baskin-Robbins ice cream cakes to just \$9.99, offering a great value to make every summer celebration more special.

“No food embodies ‘fun’ more than ice cream,” said Srinivas Kumar, Chief Brand Officer for Baskin-Robbins. “With the Guinness World Record attempt, the launch of our new *Ice Cream and Cake Dance Video Contest*, and our \$9.99 ice cream cake offer, Baskin-Robbins is celebrating the creativity of our customers and helping to spread fun this summer.”

For more information about the Baskin-Robbins Ice Cream and Cake Dance Video Contest, go to Baskin-Robbins [Facebook fan page](#) or visit @BaskinRobbins on [Twitter](#).

\* Pending final approval from Guinness World Records™, Baskin-Robbins is now the official world record holder.

### **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<sup>®</sup> 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](http://www.baskinrobbins.com).

### **About Universal Cheerleaders Association**

Universal Cheerleaders Association was founded in 1974 by Jeff Webb to provide high quality educational training for college and high school cheerleaders through summer camps and clinics on college campuses. UCA’s goal is to inspire leadership on and off the field. UCA believes that the primary purpose of a cheerleader is to support athletic programs and lead the crowd before and during games. Cheerleaders play an instrumental role in raising, leading and maintaining school spirit in and around their communities. For more information, visit [uca.Varsity.com](http://uca.Varsity.com).

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