

CITY OF PALMDALE

MEDIA ALERT

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DATE: May 11, 2016

RIBBON CUTTING/GRAND OPENING CEREMONY

WHAT: Grand opening/ribbon cutting ceremony for Baskin Robbins in Palmdale

WHEN: **Saturday, May 14, 1 pm**

WHERE: 38024 47th St. E, Unit A, Palmdale (in the Vallarta plaza)

WHO: Palmdale Mayor Jim Ledford; Palmdale City Councilmembers and staff; local Chambers of Commerce; Baskin Robbins staff.

WHAT: Ribbon cutting ceremony at 1 pm. Guests will also enjoy face painting, balloon twisting, live entertainment, fun giveaways and \$1.31 regular cones from 12 noon to 4 pm.

BACKGROUND: Named the top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 35th 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 nearly 7,300 retail shops in nearly 50 countries. Baskin-Robbins was founded in 1945 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.

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