

## Baskin-Robbins Invites Guests to Help Bring Joy to Kids by Supporting the Joy in Childhood Foundation at Baskin-Robbins Locations Nationwide

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In celebration of in-store fundraising program, Baskin-Robbins will provide Polar Pizza<sup>®</sup> and Ice Cream Treat parties to children's hospitals across the country.

**CANTON, Mass.** (August 6, 2018) — Baskin-Robbins is inviting guests nationwide to help bring joy to kids when they need it most by making a \$1.00 donation to the Joy in Childhood Foundation, the charitable foundation supported by Dunkin' Donuts and Baskin-Robbins, when they visit a Baskin-Robbins location from July 31-August 31. Funds raised will help provide joyful environments and experiences to ensure that kids battling hunger or illness can experience the simple joys of childhood when they need it most.

In celebration of the in-store fundraising program, Baskin-Robbins is bringing joy to pediatric patients with special deliveries of Polar Pizza<sup>®</sup>; Ice Cream Treats to children's hospitals in select cities across the country, including Chicago, Los Angeles and New York, throughout the month of August. At Baskin-Robbins, bringing joy to our guests, including children and their families, is at the core of our business and an important part of who we are as a company," said Carol Austin, Vice President of Marketing for Baskin-Robbins and Board Member for the Joy in Childhood Foundation. "We're excited to give our guests the opportunity to support the Joy in Childhood Foundation by making a donation in-store and to join our mission to bring joy to kids battling hunger or illness."

In 2017, guests who supported the Joy in Childhood Foundation's in-store fundraising program helped the Foundation provide \$5.3 million in funding to more than 200 organizations focused on children's health and hunger relief. Guests also helped provide 1.4 million meals to children and families through Feeding America<sup>®</sup> and brought joy to pediatric patients through the Foundation's distribution of 10,000 Starling Gowns to 40 children's hospitals nationwide.

For more information on the Joy in Childhood Foundation's impact, please visit <https://www.dunkinbrands.com/community/joy-in-childhood-foundation/neighborhood-impact-reports> and follow us on Facebook [www.facebook.com/JoyinChildhoodFoundation/](http://www.facebook.com/JoyinChildhoodFoundation/).

**About Baskin-Robbins** — Named a top ice cream and frozen dessert franchise in the United States by Entrepreneur magazine's 38th annual Franchise 500<sup>®</sup>; ranking in 2017, Baskin-Robbins is the world's largest chain of ice cream specialty shops. Baskin-Robbins creates and markets innovative, premium hard scoop ice cream, a full range of beverages, and a delicious lineup of desserts including custom ice cream cakes, the Polar Pizza<sup>®</sup>; Ice Cream Treat and take-home ice cream quarts and pints, providing quality and value to consumers at more than 8,000 retail shops in 54 countries worldwide. Baskin-Robbins was founded in 1945 by two ice cream enthusiasts whose passion led to the creation of more than 1,300 ice cream flavors and a wide variety of delicious treats. Headquartered in Canton, Mass., Baskin-Robbins is part of the Dunkin' Brands Group, Inc. (Nasdaq: [DNKN](http://studio-5.financialcontent.com/prnews?Page=Quote&Ticker=DNKN)) family of companies. For more information, visit <https://www.baskinrobbins.com/>.

**About the Joy in Childhood Foundation** — The Joy in Childhood Foundation, the charitable foundation supported by the Dunkin' Donuts and Baskin-Robbins brands, provides the simple joys of childhood to kids battling hunger or illness. The Foundation brings together a wide range of stakeholders — including franchisees, crew members, employees, partners and guests — and partners with food banks, children's hospitals, and nonprofit organizations directly committed to serving kids to fund joyful environments and joyful experiences for kids when they need it most. Since launching in 2006, the Joy in Childhood Foundation has granted more than \$16 million to hundreds of national and local charities across the country. For more information, please visit <https://www.dunkinbrands.com/community/joy-in-childhood-foundation/overview>.

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