



For Immediate Release
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Häagen-Dazs and Rocky Mountain Chocolate Factory Raise Over 500 Bears To Benefit Sarami's Teddy Bear Comfort Fund

Häagen-Dazs and Rocky Mountain Chocolate Factory at Tuileries Plaza, in partnership with the Kansas City Fire Department, MAST Ambulance, 94.9 radio sponsored the second annual "Teddy Bear Depot" to benefit the Sarami Teddy Bear Comfort program. Through the Teddy Bear Comfort Program, MAST and the Fire Department distribute an average of 150 donated teddy bears each month to children in emergency situations.

From March 3rd through March 31st, a total of **595** new and gently used teddy bears were brought to the Häagen-Dazs/Rocky Mountain Chocolate Factory location at Tuileries Plaza and deposited at the Teddy Bear Donation Depot designed for this event. Tom Collins, Operations Manager for MAST Ambulance said, "I wish every donor could see the faces of the children who receive a bear. Many of the children have been separated from family members or perhaps the parents have been injured. The bears provide comfort in a traumatic situation." For every donated bear or \$10 contribution, the customer received a free cup or cone from Häagen-Dazs or Classic Caramel Apple from Rocky Mountain Chocolate Factory.

The goal of the Teddy Bear Depot was to raise a one month supply of teddy bears (150 bears), but with the generosity of the Northland Community, a four month supply was raised for the Sarami Teddy Bear Comfort Fund. For additional information on the Teddy Bear Comfort program, visit the Sarami's Teddy Bear Comfort page of the Kansas City Fire Department web site (<http://www.kcmo.org/fire.nsf/web/sarami>).

In addition to teddy bear collections, MAST and Häagen-Dazs Tuileries Plaza hosted a Teddy Bear Clinic on Saturday, March 8th from 11 a.m. to 1 p.m. During the Clinic, MAST personnel taught children basic first aid with the assistance of a teddy bear. Every child who completed the clinic received a special certificate for the program.

The Häagen-Dazs at Tuileries Plaza offers the only drive thru location for Häagen-Dazs throughout the United States in addition to being the only combined Rocky Mountain Chocolate Factory/Häagen-Dazs location.

Häagen-Dazs at Tuileries Plaza
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