



For Immediate Release  
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## **Häagen-Dazs and Rocky Mountain Chocolate Factory Host Teddy Bear Depot to Raise Bears and Awareness for Samari's Teddy Bear Comfort Fund**

Häagen-Dazs and Rocky Mountain Chocolate Factory have opened at Tuileries Plaza in Kansas City North. As part of the opening celebration for this location, Häagen-Dazs, Rocky Mountain Chocolate Factory, the Kansas City Fire Department, MAST Ambulance, Star 102 and Q 104 radio are sponsoring a "Teddy Bear Depot" to benefit the 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 1st through March 31st, new and gently used teddy bears may be 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. For every donated bear or \$10 contribution, the customer will receive a free cup or cone from Häagen-Dazs or Bear On A Stick from Rocky Mountain Chocolate Factory, plus a discount coupon for a future purchase. To showcase this event, MAST will drive an emergency response vehicle through the drive-thru to launch the program at 12 noon on Thursday, March 1<sup>st</sup> to launch the program

This is the only Kansas City area Häagen-Dazs location and the first in the country to host drive thru. Häagen-Dazs at Tuileries Plaza is adjacent to Rocky Mountain Chocolate, with access between the two locations. The Rocky Mountain Chocolate mascot bear "Truffles" will reside in the Teddy Bear Depot during this event. The goal of the Teddy Bear Depot is to raise a one month supply of teddy bears (150 bears) for the Teddy Bear Comfort program. For additional information on the Teddy Bear Comfort program, visit the Samari's Teddy Bear Comfort page of the Kansas City Fire Department web site (<http://www.kcmo.org/fire.nsf/web/sarami>).