



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

KANSAS CITY, MO - Häagen-Dazs and Rocky Mountain Chocolate Factory at Tuileries Plaza, in partnership with the Kansas City Fire Department, MAST Ambulance, and 94.9 KCMO are sponsoring the second annual "Teddy Bear Depot" to benefit the Sarami Teddy Bear Comfort Fund. Through the Teddy Bear Comfort Fund, 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, 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 Classic Caramel Apple from Rocky Mountain Chocolate Factory, plus a discount coupon for a future purchase. Please note that any 'bean filled' stuffed animals cannot be distributed through this program, so patrons are asked to refrain from contributing these items to the program. Program coordinators ask that bears and stuffed animals be limited to those between 8" and 20" as these furry friends are used to comfort children faced with unexpected traumas and are stored on emergency response vehicles.

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

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 2007 event goal was to raise a one month supply of bears (150 bears) during the month long program. This year event coordinators are 'upping the ante' and striving to collect 300 bears in the Teddy Bear Depot (a two month) for the Sarami Teddy Bear Comfort Fund.

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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>).

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

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Häagen-Dazs at Tuileries Plaza
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