

Hailey Fire Dept.  
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## FOR IMMEDIATE RELEASE

### **Hailey Baskin Robbins Ice Cream Partners with Fire Department for 3<sup>rd</sup> Annual 31 Cent Scoop Night**

*Customers receive great promotional prices and a fun night for the entire family*

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#### **Hailey, ID 04-19-2011**

As a great opportunity to give back to the community, Baskin Robbins has partnered with the Hailey Fire Department again for the 3<sup>rd</sup> annual 31 cent scoop night. On Wednesday April 27<sup>th</sup> from 5 P.M. to 10 P.M. Baskin Robbins will be running promotional pricing on scoops of ice cream, including the special "Firehouse #31" flavor. The Hailey Fire Department will have firefighters scooping ice cream, answering questions, and taking pictures with kids and families at the fire truck. There will also be a free raffle giving everyone a chance to win free ice cream cakes courtesy of Baskin Robbins.

"This is a great opportunity to meet the citizens of Hailey on a more personal level," said Brian Ernst, Hailey Fire Inspector. "It is most important for us as firefighters to know the people we serve, and to provide a positive image for our future generations."

Ice cream offer is limited to three 2.5 oz scoops per person. Customers can inquire further by contacting the Hailey Baskin Robbins Ice Cream store, located at 600 N. Main Street at 208-788-1031.