



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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Krispy Kreme and the Law Enforcement Torch Run Partner to Raise Funds and Awareness for Special Olympics

What: Krispy Kreme Doughnuts and the Law Enforcement Torch Run® (LETR) for Special Olympics are teaming up to raise awareness and funds for Special Olympics. Officers around the country will take to the roofs of local Krispy Kreme retail stores from 6 a.m. Friday, May 1 until 6 p.m. Sunday, May 3. During the *Cops on Doughnut Shops*® weekend, police officers will collect donations from customers as they eat, sleep and play on the rooftops of Krispy Kreme stores.

This marks the fourth-straight year Krispy Kreme and LETR have partnered to raise money for Special Olympics. Since the partnership began, nearly \$1 million has been raised for Special Olympics programs. The participating officers from the Colorado LETR hope to raise \$5,000 for Special Olympics Colorado over the 60-hour time span.

Customers who donate will receive treats from Krispy Kreme ranging from a free doughnut to a free dozen Original Glazed doughnuts and a choice of a Special Olympics hat or shirt. Corporations, organizations or individuals donating \$1,000 or more will receive a free Krispy Kreme doughnut party for their employees.

The Lone Tree store has added two additional in-store promotions in conjunction with the Cops On a Doughnut Shop Weekend -- the opportunity to "Dunk an IRS Agent" Friday and Saturday plus a Bouncy Gym for children throughout the day Saturday.

Who: Special Olympics Colorado (SOCO), the Law Enforcement Torch Run® (LETR) and Krispy Kreme Doughnuts, Inc.

When: From 6 a.m. Friday, May 1 through 6 p.m. Sunday, May 3

Where: Lone Tree Krispy Kreme
7514 East Parkway Drive
Lone Tree, CO
303.649.9933

Thornton Krispy Kreme
1051 East 120th Ave.
Thornton, CO
720.977.8555

About Special Olympics Colorado: Since 1969, Special Olympics Colorado (SOCO) has been strengthening families, athletes and the very soul of our community through sports training and athletic competitions. Special Olympics Colorado provides year-round training and sponsors over 80 competitions at the area and state level in 20 sports for over 10,000 athletes statewide. With a base of more than 6,000 volunteers, hundreds of hours are donated allowing SOCO to support athletes of all ages and abilities, allowing them to build athletic, learning and social skills. Participation with other athletes, non-disabled peers (Unified Sports® partners), coaches, sponsors and volunteers builds confidence and creates opportunities to participate as productive and respected members of society by increasing public awareness of the athletes' capabilities. There is no cost to participate in Special Olympics. For more information, visit www.specialolympicsco.org.

About LETR: The Law Enforcement Torch Run is the largest grass-roots fundraiser and public awareness vehicle for Special Olympics in the world. In 2008, this international program raised \$34 million, including \$250,000 in Colorado, to support Special Olympics programs.

About Krispy Kreme: Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature hot Original Glazed® doughnut. Based in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme is proud of its fundraising program, which for decades has helped nonprofit organizations raise millions of dollars in needed funds. Today, Krispy Kreme and its one-of-a-kind Hot Light can be found in approximately 520 locations around the world. Visit Krispy Kreme at www.KrispyKreme.com.