



Yogurt Escape and Coronado's SAFE Treat Local Heroes to Free Frozen Yogurt

Coronado, CA, Thursday, March 12, 2009- Yogurt Escape and Coronado's SAFE partnered for 1st Annual Local Heroes Day. As a thank you to the local police and fire departments for their outstanding service, Yogurt Escape offered each officer and firefighter free frozen yogurt. SAFE high school members volunteered to personally deliver the delicious treats. The team assembled at Yogurt Escape to make up the creations and then marched down Orange Avenue. All off-duty officers and staff were invited to come into Yogurt Escape anytime throughout the day to receive their frozen yogurt.

The event was a team effort. SAFE members and Yogurt Escape's staff formed an assembly line. SAFE filled up yogurt cups with Yogurt Escape's 15 yogurt options and our staff scooped on fresh fruit toppings and candies for the perfect creation. The frozen yogurts were delivered right to the door of each station.

After making each delivery, the team thanked their local heroes. Yogurt Escape invited their teammates at SAFE back to the store to enjoy their own frozen yogurt.

About Yogurt Escape:

Yogurt Escape, Coronado's first self-serve frozen yogurt shop, offers 15 different non-fat and low-fat yogurt options and over 30 different toppings each day, including an original tart, a no sugar added, and a non-dairy yogurt. Classics such as vanilla, chocolate, and peanut butter are always available. Yogurt Escape gives the customer complete control. The possibilities are endless, with a wide variety of toppings ranging from fresh fruit, granola and cereals, to all kinds of candies, sprinkles and specialty sauces such as chocolate and caramel. Once the creation is finished, customers pay just 39 cents an ounce no matter what is in their cup. The perfect Escape! Yogurt Escape has two other locations in San Diego at 6171 Mission Gorge Road (Next to Souplantation) and a third location opening soon in La Jolla Shores at 2134 Avenida de la Playa (Next to La Jolla Beach & Tennis Club).

About Coronado's SAFE:

Coronado SAFE (Substance Abuse Free Environment) mission is the development of healthy, capable, substance-abuse free young people in Coronado. They are the only organization in the community focused solely on substance abuse prevention and intervention.

For more information about Yogurt Escape, visit www.yogurtescape.com.

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