

MEDIA ALERT



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Yogurtopia Grand Opening in Brighton

Dearborn-based Yogurtopia celebrates opening of second franchised location

WHAT: Yogurtopia invites the entire community to come out to the new Brighton location for an evening of family fun. Music, face painting, special discounts and photo opportunities with Miley the Yogurtopia mascot are sure to make Yogurtopia a splash with its new neighbors.

Brighton Mayor Jim Muzzin will welcome guests with a special ribbon cutting ceremony scheduled at 5 p.m. and local celebrities will be on hand as guest baristas, with proceeds from their sales benefiting Love, Inc. Additionally, Yogurtopia is offering a special buy one get one free deal for all frozen yogurt orders during the event.

WHEN: Thursday, April 21 from 4 to 8 p.m.
Ribbon cutting ceremony featuring Mayor Jim Muzzin at 5 p.m.

WHERE: 332 West Main St.
Brighton, Michigan

WHO: Cindy Totten, franchise owner of the new location
Sam Abbas, founder of Yogurtopia
Jim Muzzin, Brighton Mayor
Local community leaders and celebrities

CONTEST: Yogurtopia is giving away FREE frozen yogurt for a year to one lucky group of attendees! To enter, bring your class, school group, team — or whoever you're hanging out with — to the grand opening and post a group selfie on Facebook, Twitter or Instagram with the hash tag #WelcomeToYogurtopia. Upon doing so, your entire group will be entered to win free frozen yogurt for a whole year. Details will be posted at the event, and the winner will be chosen the day following the event.

About Yogurtopia

Yogurtopia is a self-serve frozen yogurt restaurant, bakeshop and coffee bar franchise, based in Dearborn, Michigan. Known for having the finest frozen yogurt blends, the tastiest, healthiest toppings, and a soothing, upbeat family-friendly atmosphere, Yogurtopia is a community favorite all year round. Founded in 2010 by Dearborn, Michigan-native Sam Abbas, Yogurtopia has grown to offer 4 locations throughout Arizona and Michigan. Yogurtopia strives to be an integral part in its communities, promoting health and education, and providing memories and yummy treats. Delivering quality, comfort and affordability...*Yogurtopia, the Perfect World*. To find a Yogurtopia near you, visit www.yogurtopia.com, or follow them on [Facebook](#), [Twitter](#) and [Instagram](#).

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