



## Calling all Geocachers!

Krispy Kreme Arizona is celebrating the opening of three new stores in the Valley with a treasure hunt that combines its treasured doughnuts with geocaching. To start the hunt on the right track, we wanted to give azgeocaching.com members a sneak peek of the program.

Dubbed Krispy Kreme's Glazed Treasure Hunt 2008, the interactive program will feature 20 hidden geocaches, each revealing a "glazed treasure" to the person who finds it. And following grand opening day, Krispy Kreme will regularly replenish the geocaches with special offers and giveaways so that families can discover the "glazed treasure" time and again.

How it Works:

- Prior to opening day on October 9, Krispy Kreme will hide 20 Glazed Treasure Hunt cache's across the Phoenix Metropolitan area (plus, one in each Sedona and Flagstaff). Each cache will feature "glazed treasure" such as a year's supply of Krispy Kreme doughnuts and coffee at Krispy Kreme Arizona stores and other Krispy Kreme-related trinkets.
- The first 20 in-store customers/teams at each new Krispy Kreme store will receive free GPS units and the first glimpse at the GPS coordinates where the Glazed Treasure Hunt caches are located as well as a road trip care package including Krispy Kreme coupon/freebies to replenish caches.
- ALL customers will receive the GPS coordinates throughout opening day for their opportunity to seek the Glazed Treasure Hunt caches. And each will receive a "Glazed Treasure Loyalty Card" entitling them to get one dozen FREE with the purchase of a dozen for up to 10 visits during the month of October.

All customers who visit the new store locations on grand opening day will also take home "glazed treasures" as Krispy Kreme will be distributing T-shirts, license plate covers and more. Kids will also be invited to select prizes in an over-sized Glazed Treasure Hunt cache located in each new store.

And, in an effort to keep treasure hunting beautiful, 10 percent of each dozen doughnuts sold grand opening week will benefit Keep Phoenix Beautiful – an organization that promotes the preservation and protection of the environment.

To join in on the glazed fun, simply visit one of the below stores on:

**Thursday, October 9, starting at 5:30 a.m.**

**620 E. Roosevelt St., Phoenix, AZ 85004**

**2747 E. Indian School Rd., Phoenix, AZ 85016**

**12629 N. Paradise Village Parkway West, Phoenix, AZ 85032**