



## **CINNABON® AND CARVEL® JOIN THE BIG APPLE CIRCUS' 40TH ANNIVERSARY TOUR**

*The Circus concessions are better than ever, featuring America's beloved treats*

**ATLANTA** (November 1, 2017) – Step right up! [Cinnabon®](#) and [Carvel®](#)...America's Freshest Ice Cream® are joining the Big Apple Circus for their 40<sup>th</sup> Anniversary Tour as the official cinnamon roll and birthday cake under the Big Top. The two beloved brands will be highlights of the show's concessions during its 40<sup>th</sup> Anniversary Tour, starting at Lincoln Center in NYC and traveling around the east coast through August 2018.

Thrill seekers of all ages can experience the irresistible taste and aroma of Cinnabon at the show. The beloved bakery will feature an exclusive pop-up location inside the reception tent. For the first time, fans can enjoy the all-time-favorite Classic Roll on the Circus tour, without stepping foot in a mall or airport.

"We're delighted to spread Cinnabon warmth to many families as they share the magic of the Big Apple Circus," said Jill Thomas, vice president of global marketing for Cinnabon. "It doesn't get much cooler than this!"

Guests celebrating their birthday will be treated to famous Carvel ice cream cakes, known for their irresistible layers of real ice cream and signature chocolate crunchies. The official birthday cake of the Big Apple Circus features an 8" tall circus tent replica over a red carpet made of edible icing.

"We're honored to have our special cake chosen as the official birthday cake of the Big Apple Circus," said Scott Colwell, president of Carvel. "The cake itself is so beautiful that guests might hesitate to slice into it!"

Carvel and Cinnabon will be traveling with the circus for the complete tour with stops in Atlanta, Washington D.C., Boston, and Baltimore. For more information on the circus, please visit [BigAppleCircus.com](http://BigAppleCircus.com).

### **About Carvel® Ice Cream**

The United States' first retail ice cream franchise, Carvel® Ice Cream has become one of the best-loved and most recognized names in its industry. The company is a leading provider of premium soft ice cream and hand dipped ice cream products, as well as uniquely shaped ice cream cakes, including its signature Fudgie the Whale® and Cookie Puss® cakes. Atlanta-based Carvel currently operates over 400 franchised and food service locations. Visit [www.carvel.com](http://www.carvel.com) for more information, follow us on Twitter [@CarvellIceCream](https://twitter.com/CarvellIceCream) or become a fan at <http://facebook.com/CarvellIceCream>.

### **About Cinnabon®**

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 80 brand licensed products at foodservice and retail venues. Visit [www.Cinnabon.com](http://www.Cinnabon.com) for more information, follow on Twitter @Cinnabon or become a Facebook fan at [www.facebook.com/Cinnabon](http://www.facebook.com/Cinnabon).

### **About Big Apple Circus**

Celebrating the 40th Anniversary of this beloved New York City cultural gem, the Big Apple Circus is back for the 2017-2018 Tour, promising a night of thrills, laughs, and a lifetime of memories. Founded in 1977, the Big Apple Circus provided an alternative to the glitz and spectacle of the American three-ring circus. With its intimate, single ring, no seat in the Big Top is more than 50 feet from the performers. Over its 40-year run, many of the world's greatest circus acts have performed under the Big Apple Circus' Big Top.

In early 2017, Big Apple Circus was acquired by Big Top Works with the intention of putting this renowned New York City circus back into the spotlight. Big Apple Circus's 40th Anniversary celebration is gearing up for an unforgettable season and tickets are on sale now.

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