

NEWS RELEASE
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Sweet Frog: A Sweet and Unique Addition to Suffolk

SUFFOLK, Virginia (January 19, 2012) Sweet Frog will be opening its doors at 7394 Harbour View Boulevard on Friday, January 20, 2012. To celebrate their opening, they will hold a ribbon cutting and grand opening ceremony at 11 a.m. This event is free and open to the public.

Sweet Frog is a self-service frozen yogurt bar with 14 flavor varieties to choose from daily, including no-sugar added and non-dairy flavors. To jazz up your yogurt they also have a toppings bar which offers over 50 different treats from fresh fruits like strawberries and blueberries to sundae bar standards like sprinkles, hot fudge and cookie dough pieces.

"We are extremely excited and proud to be opening our newest location in Suffolk! We look forward to meeting everyone and anticipate a long and healthy relationship with this outstanding community," stated owner Tracey DeWitt-Rickards.

"I am excited to see Sweet Frog opening in Suffolk," said Mayor Linda T. Johnson. "They will be a great compliment to this growing retail center at

Harbour View and will surely attract a lot of foot traffic from movie-goers and those looking for a delicious treat.”

For store hours and further information visit www.sweetfroggyogurt.com.

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