



DUNKIN' DONUTS AND THREADLESS BREW T-SHIRT DESIGN CHALLENGE FOR NATIONAL COFFEE DAY

Dunkin' Donuts also celebrates National Coffee Day with offer for free small hot or iced coffee, available September 29 through the Dunkin' App

CANTON, Mass. (September 27, 2013) – National Coffee Day and International Coffee Day are this Sunday, September 29, and [Dunkin' Donuts](#), America's all-day, everyday stop for coffee and baked goods, is planning a celebration fit to a "T." In addition to treating fans to a mobile offer via the Dunkin' App for a free small cup of coffee at Dunkin' Donuts restaurants, as well as special in-store offers for Dunkin' Donuts packaged coffee and K-Cup® packs, National Coffee Day will mark the launch of the first-ever Dunkin' Donuts-themed global T-shirt design challenge, in partnership with [Threadless](#), a creative community that makes, supports, and buys great art.

Beginning today and continuing through Thursday, October 17, fans anywhere in the world can visit Threadless to submit their own T-shirt design inspired by their love of Dunkin' Donuts coffee. In the event that a design is chosen, one participant will receive \$7,000 cash and a \$500 Threadless gift code, as well as free coffee for a year or \$100 in Dunkin' Donuts merchandise. The design, selected in partnership by Dunkin' Donuts and Threadless, may be sold on [DunkinDonuts.com](#) in time for the upcoming holiday season. Fans around the world are also invited to visit the Dunkin' Donuts Design Challenge page on [Threadless.com](#) to join the conversation and score submitted designs. Visit [www.threadless.com/ilovecoffee](#) for more information.

The Threadless Design Challenge is just one of many ways Dunkin' Donuts will be helping coffee fans enjoy National Coffee Day. Dunkin' Donuts will be heating up the holiday with a cool mobile offer for a free small hot or iced Dunkin' Donuts coffee at participating Dunkin' Donuts restaurants throughout the U.S. The offer is available and redeemable only on September 29 through the "My Offers" tab of the Dunkin' App, the brand's app for mobile payment and gifting. The Dunkin' App is available for free from the App Store on iPhone or iPod touch or at [www.itunes.com/appstore](#) and from the Google Play Store at [https://play.google.com/store](#).

Dunkin' Donuts has also brewed a big opportunity for guests to bring home America's Favorite Coffee for National Coffee Day at a discounted price. For two days only, September 28 and 29, any 1 lb. bag of Dunkin' Donuts' packaged coffee is available for only \$5.99 at participating Dunkin' Donuts restaurants nationwide and [online](#) while supplies last, with a limit of two 16 oz. bags of coffee per guest*. Available in favorite flavors such as Original Blend, Dunkin' Decaf® and French Vanilla, Dunkin' Donuts' packaged coffee is a great way to enjoy the taste of fresh Dunkin' Donuts coffee at home.

Also on September 28 and 29, guests can purchase any Dunkin' Donuts K-Cup® packs at a special price of \$7.99 for a 14-count box. The offer is available at participating Dunkin' Donuts restaurants nationwide while supplies last, with a limit of two per guest*. Dunkin' K-Cup® packs, for use with Keurig® K-Cup® single cup brewers, are perfect for coffee lovers looking to enjoy great-tasting Dunkin' Donuts coffee at home, one cup at a time, at just the touch of a button. Sold exclusively at participating Dunkin' Donuts restaurants, Dunkin' Donuts' K-Cup® packs are offered in five popular flavors, including Original Blend, Dunkin' Decaf®, French Vanilla, Hazelnut and Dunkin' Dark® Roast.

To kick off this weekend's National Coffee Day festivities, Dunkin' Donuts will ring the NASDAQ stock market Opening Bell at the NASDAQ MarketSite in New York City's Times Square (Symbol: NDAQ and member of S&P 500). Additionally, in honor of the holiday, NASDAQ will unofficially change its name to "NASDDAQ" for the day, incorporating Dunkin' Donuts' iconic pink and orange D's into the NASDAQ logo.

Long after National Coffee Day is over, Dunkin' Donuts guests can celebrate with Dunkin' Donuts' autumn array of pumpkin-flavored coffees. Dunkin' Donuts' famous Pumpkin Coffee and Lattes, available in both hot and iced in three flavors—Pumpkin, Pumpkin Mocha, and Pumpkin White Chocolate — are the perfect accompaniment for a brisk walk, football games or any favorite fall activity. With Dunkin' Donuts' Pumpkin Packaged Coffee, available in a special eight-ounce size, and Dunkin' Donuts' Pumpkin K-Cup® packs, fans can also brew Dunkin' Donuts Pumpkin Coffee at home this season.

According to The NPD Group / CREST®, Dunkin' Donuts serves the most hot traditional and iced coffee in America, selling more than one billion cups of hot and iced coffee every year. Dunkin' Donuts uses 100% Arabica coffee beans, and the company's coffee specifications are recognized by the industry as a superior grade of coffee. Dunkin' Donuts has earned the No. 1 ranking for customer loyalty in the coffee category by Brand Keys for seven years running. To learn more about Dunkin' Donuts, visit [www.DunkinDonuts.com](#) or follow us on Facebook ([www.facebook.com/DunkinDonuts](#)) and Twitter ([www.twitter.com/DunkinDonuts](#)). Keurig and K-CUP are trademarks of Keurig, Incorporated, used with permission.

* Valid 9/28/13-9/29/13. *Plus applicable tax and shipping cost. Shop in stores and online at [shop.dunkindonuts.com](#).

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About Threadless

Threadless is a creative community that makes, supports, and buys great art. Thousands of people worldwide submit their designs online. Our community picks the ones that get made into t-shirts, bags, wall art, and more. When you buy from us, you support the artist who created the design. Threadless.com. Make Great Together.