



Boston Bruins™ David Pastrňák and U.S. National Women™s Hockey Team Captain Kendall Coyne Schofield Team up for Dunkin™s New "Talkin' Hockey with Pasta and Kendall" Cold Brew Campaign

CANTON, MA (January 22, 2020) - Phrases like "Light the Lamp" and "Five Hole" may be familiar to hockey players and fans alike, but thanks to Dunkin's new "Talkin' Hockey with Pasta and Kendall" national advertising campaign, America is getting a hilarious lesson in some of the lesser-known sayings of the sport.

The new campaign from Dunkin', the official U.S. coffee, donut and breakfast sandwich of the National Hockey League, teams Boston Bruins' winger and league-leading goal scorer David Pastrňák - who appeared in a popular national Dunkin' spot last year - with Kendall Coyne Schofield, captain of the U.S. National Women's Hockey Team. In "Chirps," which launched during the Bridgestone NHL Winter Classic, Pastrňák and Coyne offer their unique take on on-ice jawing, while sipping on icy Dunkin' Cold Brew coffee. Debuting this week is "Sweaters," a discussion about hockey jerseys. In the spot, Pastrňák shows that his knitting skills are on par with scoring ability as he unveils a special sweater for his cup of Dunkin' Cold Brew coffee followed by a friendship sweater featuring both players that needs to be seen to be believed.

The integrated "Talkin' Hockey with Pasta and Kendall" campaign was developed by BBDO New York, and will appear online and across the brand's various social channels. Click [here](#) to see "Chirps" and see [here](#) for the new "Sweaters" advertisement.

According to Keith Lusby, Vice President, Media, Dunkin' U.S., "Hockey is a big part of Dunkin's heritage, and our part in keeping the NHL, players, teams, fans and families running all season long underscores that where there's hockey, there's Dunkin'. As we know so well, the sport has its own special shorthand, and teaming Pasta and Kendall showcases some of the language of the game we love so much, in a fun and uniquely Dunkin' way."

Beginning January 22, Dunkin' fans will have a chance to win their own Dunkin'-branded Cold Brew Cup Sweater, similar to the one featured in the television spot. To enter, fans can take a screenshot of a blank sweater that will be featured in a Dunkin' Instagram story and submit a photo of their own sweater design using the link provided within the Instagram story. Fans should follow Dunkin's Instagram channel for more details.

This weekend, Dunkin' is bringing the "Where There's Hockey, There's Dunkin'" tagline to life at the 2020 Honda NHL All-Star Game in St. Louis with a special on-site "Dunkin' Fan Caf" throughout All-Star Weekend. The ultimate destination for All-Star Game fans, the Dunkin' Fan Caf offers the chance to play air and bubble hockey games, get your photo printed on your very own custom Dunkin' donut, enjoy free samples of Dunkin' coffee, hot chocolate or MUNCHKINS donut hole treats and more.

Dunkin' has maintained a proud history of local partnerships with several prominent NHL franchises, including the Boston Bruins, Chicago Blackhawks, Nashville Predators, New York Rangers, Philadelphia Flyers, Tampa Bay Lightning, Washington Capitals and more.

To learn more about Dunkin', visit www.DunkinDonuts.com or subscribe to the Dunkin' blog to receive notifications at <https://news.dunkindonuts.com/blog>.