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**For immediate release:**

## **ON A MISSION TO FULFILL SWEET CRAVINGS, DOT'S CUPCAKES EXPANDS TO NEW LOCATION**

**PASADENA, CALIF. (October 21, 2008)** – Pasadena's favorite cupcakery is expanding to One Colorado with a location at 21 North Fair Oaks in late fall 2008. The original Dot's Cupcakes, situated at 400 South Arroyo in a tiny storefront that owner Hailey Kwon describes as "slightly bigger than a button," has been bursting at the seams and needing more space since it opened in 2006.

Celebrated for colorful frostings and scrumptious fresh-baked flavors, Dot's Cupcakes has built a sweet reputation with the freshest of natural ingredients, using only the best French Valrhona chocolate, the finest Madagascar Bourbon and the purest Tahitian vanilla extract. The perfect cupcake treat, these adorable delicacies are all the rage, having received national attention in such publications as *InStyle Magazine* and *Bon Appétit*.

Dot's Cupcakes offers daily flavors like decadent Chocolate Vanilla with creamy crushed vanilla bean frosting, or Red Velvet with pure Mexican cocoa and a touch of red and cream cheese frosting, all baked fresh in the store. The menu rotates weekly with new flavors added each day such as Boston Cream Pie on Wednesdays and Pina Colada on Fridays, among many others.

"We love being in Pasadena, it's where we started," states Dot's Cupcakes' owner and founder Kwon. "Cupcakes are my passion and it brings me extra pleasure to introduce our homemade confectionaries to a whole new part of the city."

Being a part of the community is an integral part of Dot's. In its mission help not-for-profit organizations, Dot's provides cupcake donations to community-minded organizations that strive to make a difference. Dot's Cupcakes are also available as corporate gifts with special notes or logos added on each cupcake, and are great for birthdays. They have even been used as replacements for wedding cakes when stacked on custom-crafted Dot's centerpieces.

For further information on Dot's Cupcakes and the new store opening at One Colorado, please call 626.568.3687 or visit [www.dotscupcakes.com](http://www.dotscupcakes.com)

One Colorado spans one city block in the heart of Old Pasadena. This popular shopping and entertainment destination combines historic architecture with 25 contemporary fashion and dining attractions situated among pedestrian alleys and a lively central Courtyard. Located on Colorado Boulevard between Fair Oaks Avenue, Union Street and DeLacey Avenue, parking is available at the adjacent multi-level structure at Fair Oaks and Union. [www.onecolorado.com](http://www.onecolorado.com)

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