

Media Contact:
Kerry Gillick-Goldberg
For the EGC Group
Kerry@kkgpr.com
516.455.3179

FOR IMMEDIATE RELEASE



MAX BRENNER CELEBRATES "NATIONAL CHOCOLATE DAY" DURING ITS 20th ANNIVERSARY YEAR *October 28, 2016*

(New York, NY)-October 18th, 2016- To kick-off the celebration of **Chocolate by the Bald Man, Max Brenner's** 20th anniversary year, they have announced they'll "**Make The World A Sweeter Place**" for chocolate lovers by celebrating "National Chocolate day" -on October 28th - in their New York City, Boston and Philadelphia locations- with the following offerings:

- **Street Teams-** (NYC only) - will be randomly making New Yorker's days "sweeter" with hot chocolate samples and special offers
- **Social Sweetening-** Surprising unsuspecting people online who need their day made "sweeter" with special in-store offers
- **Sweet Surprises-** Surprising people on social media with special gift bags.
- **20% off 20th Anniversary Traditional Gift of china** - (All 3 locations) Max Brenner's signature utensil collection, including the iconic HUG MUG
- **20% off- ALL 'chocolate shop' purchases-** when a "Sweet" selfie is shared on social media
- **Free Hot Chocolate-** with any Lunch Time Menu orders on weekdays before 3pm
- **"Sweet" Selfie Photo Opportunity-** with in-store display

"We are thrilled to be celebrating and sharing our 20th year with our chocoholics who appreciate that we've been focused on creating a new chocolate culture worldwide," said Max Brenner Marketing

Manager, Azadi Siemens. "I can think of nothing better than being in a position to "Make the World a Sweeter Place."

SIGNIFICANCE

While there are many specific chocolate related holidays throughout the year, National Chocolate Day celebrates all things chocolate. As America's favorite flavor, chocolate is well deserving of its own day of honor and celebration.

HISTORY

National Chocolate Day was created by the National Confectioners Association.

TRADITIONS

Go out to your favorite restaurant and indulge in a delicious chocolate dessert.

WHEN IS IT?

This year National Chocolate Day will be celebrated on October 28th.

PROCESS FOR DECLARING SPECIAL OBSERVANCES

In the United States, the President has the authority to declare a commemorative event or day by proclamation. This is very rarely done; less than 150 are granted in an average year.

Until January 1995, Congress had been active in seeing that special observances were commemorated. Members of the Senate and House could introduce legislation for a special observance to commemorate people, events and other activities they thought worthy of national recognition. Because these bills took up a disproportionate amount of time on the part of senators and representatives and their staffs, when Congress met in January 1995 to review and reform its rules and procedures, it was decided to discontinue this process. However, the Senate still does issue commemorative resolutions which do not have the force of law.

Some state legislatures and governors still proclaim special days, as do mayors of cities.

How do organizations promote awareness about an event or concern that they feel deserves recognition by the public, like the special candy celebration days listed on NCA's website? Usually a company or individual connected to the candy type contacts a major calendar of events publisher - like Chase's Calendar of Events. The day is often chosen for a significant reason. For example, the day before Halloween is Candy Corn Day.

ABOUT MAX BRENNER

Max Brenner is creating a new chocolate culture worldwide, one that allows people to experience chocolate in a way they've always imagined. With its unique concept, products, desserts and its iconic presentation, Max Brenner has become the ultimate experience for chocolate lovers around the world.

Headquartered in New York City, Max Brenner has more than 60 Chocolate Bars internationally. For more information, please visit www.maxbrenner.com or contact publicrelations@maxbrenner.com

High Resolution Photos Available Upon Request