

Keep Calm and Eat a Cupcake

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EXTRA EXTRA!

Sprinkles Cupcakes Offers Cardinal Fans Free Cupcakes

Cardinals Fans Receive a Free Sprinkles Cupcake Wednesday, September 7

WHO: [Sprinkles Cupcakes](#)

WHAT: Free Cardinals red velvet cupcake for fans wearing Cardinals jerseys, shirts and hats. Limit one free cupcake per guest.

WHEN: Wednesday, September 7, 2011

9am to 8pm

WHERE: Sprinkles Cupcakes

4501 N. Scottsdale Rd.

Scottsdale, AZ 85251

Sprinkles is located on the northeast corner of Scottsdale and Camelback roads

WHY: As the AZ Cardinals kick off the 2011 season with a new quarterback on September 11, Sprinkles is showing their spirit by offering guests one free Cardinals red velvet cupcake to fans wearing Cardinals jerseys, shirts or hats with a limit of one per customer.

Sprinkles will also offer the GO CARDS box featuring red velvet cupcakes starting Sunday, September 11 and continuing each Sunday through the remainder of the season. The Cardinals box includes a dozen fan-favorite red velvet cupcakes adorned with themed red and white dots and "GO CARDS."

For more information on the Cardinals promotion or to order your Cardinals box call (480) 970-4321 or visit www.sprinkles.com

ABOUT SPRINKLES: Sprinkles Cupcakes opened "the world's first cupcake bakery" in Beverly Hills, as reported by the Food Network, and is credited by the Los Angeles Times as "the progenitor of the haute cupcake craze." Founded by Candace Nelson, judge on Food Network's hit show "Cupcake Wars," and husband Charles, Sprinkles has inspired long lines of devoted Hollywood stars and serious epicureans alike. From Tom Cruise to Oprah Winfrey, Blake Lively to Ryan Seacrest, celebrities are abuzz about Sprinkles! Baked fresh in small batches throughout the day, Sprinkles Cupcakes are handcrafted from the finest ingredients and contain no preservatives, trans fats or artificial flavors. Sprinkles has 10 locations nationwide, a traveling Sprinklesmobile and sells its cupcake mixes at over 250 Williams-Sonoma stores throughout the US and Canada. For additional information and a list of future locations, please visit www.sprinkles.com