



ASSOCIATED STUDENTS,
INC.
CSULB

Press Release

YoGo! Creations to hold grand opening

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For Immediate Release

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Long Beach, CA – Fresh, healthy and delicious frozen yogurt has arrived on campus, and whether you prefer sweet flavors or tart, fruit toppings or candy, YoGo! Creations is sure to have what you crave.

On Wednesday, Sept. 16 from 11:30 a.m. to 1:30 p.m., YoGo! Creations and the Associated Students, Inc. will host a grand opening celebration at the eatery, which is open on the second floor of the University Student Union, next to Sbarro and Wells Fargo.

The grand opening celebration will include live entertainment from a three-piece jazz band, speakers and the first 100 customers to line up at YoGo! starting at noon will get a free cup of frozen yogurt with their favorite toppings.

“YoGo! is committed to delivering high-quality, fresh frozen yogurt and toppings to the campus community,” said YoGo! co-owner Dustin Reece. “The store layout and self-service approach are designed for efficiency to accommodate the busy lifestyles of students, faculty and staff.”

YoGo! is a family-owned business, so there is no corporate entity to dictate policy. Students’ voices, said co-owner Scott Wilson, will play a huge role in the eatery’s growth.

Offering eight flavors and 27 toppings at only \$.35 an ounce, YoGo! Creations can either be a light snack or an indulgent treat.

So pick up a cup, select your favorite flavors and toppings and savor the fun, fast, fresh taste of YoGo! Creations, whether it’s on a warm afternoon or a balmy night, since it is open until 10 p.m. on weekdays, and until 3 p.m. on Saturdays.

For more information, become a fan of YoGo! Creations on Facebook or Twitter at yogocreations.

CC:

Richard Haller

ASI is owned and operated by students under the advisement of professional staff. ASI has followed its mission to improve the quality of campus life for students since 1956. ASI proudly dedicates its resources to providing essential activities that enhance the students’ educational experience and aid in their overall development. Services provided by ASI to the Cal State Long Beach community include, but are not limited to, the University Student Union, the Isabel Patterson Child Development Center and the Recycling Center. The organization is an auxiliary under the Division of Student Services at California State University, Long Beach. For more information about our unique organization and the services we provide, please visit the ASI website at <http://www.csulb.edu/asi>.