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FOR IMMEDIATE RELEASE

## New Bakery to open near Elon's Campus

Elon University alum to open bakery and late night study space for students and residents in the town of Elon

**Elon, NC, September 12, 2013** – The Lazy Muffin, a new bakery and study spot for Elon students and residents will open on Tuesday, October 1. It will serve pastries, sweets, café drinks and will be furnished with tables and couches for easy and comfortable studying.

“Most of Elon’s students are from far away and don’t get to go home often,” said Bethany Coats, Elon alum and owner, “I’m opening The Lazy Muffin to create a sense of home away from home for Elon students. Whether they’re missing their mom’s homemade cookies, or a cozy couch to study on, they can come here to find some comfort.”

The Lazy Muffin will also feature a menu that has alternatives for dietary restrictions. The bakery’s chef, Lindsay Lodge said, “Having lived with celiac disease, I’ve developed a line of baked goods for special diets. We’re very happy to be able to offer a variety of gluten-free and vegan options to our customers.” This special menu will allow all customers to be able to find baked goods that suit their needs and will provide options for most food allergies.

The bakery will be open from 4:00 p.m. until 4:00 a.m. and will be located on N. Williamson Ave. between All that Jas and Acorn Coffee shop (it will accept cash, credit and phoenix cash). It will also offer a delivery service to the town of Elon from 12:00 a.m. until 4:00 a.m. Elon Alum and owner, Bethany Coats explained, “After looking back on my time at Elon, I felt that a late night delivery service was a great option. Because Elon’s campus is small, it’s a quick and easy way to provide a service to the students that they will really appreciate.”

The grand opening will be held on October 1<sup>st</sup> from 4:00 p.m. to 5:30 p.m. during the Elon class break. Students and faculty will be invited to attend the ribbon cutting ceremony, which will be held at the store's location. On opening day, the bakery will be running a buy one, get one free promotion on all single serving items.

For more information about The Lazy Muffin, contact Bethany Coats at [bethanycoats@thelazymuffin.com](mailto:bethanycoats@thelazymuffin.com) or visit the bakery's website at [www.thelazymuffin.com](http://www.thelazymuffin.com).

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