



**FOR IMMEDIATE RELEASE**

## **Aurora's Lake Street Dairy Queen to remain Open Year Round**

*November 1<sup>st</sup>, 2016 - Aurora, Illinois:* Noble Dairy Queen announces plans to keep the Lake Street Dairy Queen location in Aurora open year-round. Now DQ fans will be able to enjoy their favorite treats year-round at all four of Noble Dairy Queen's Aurora area locations. "Our Lake Street location was one of two that we continued to close in November" says Joe Rintelman, Director of Marketing for Noble Dairy Queen. Rintelman continues, "This move will bring greater consistency across our system for our fans and employees"

Historically, Dairy Queen treat centers were a seasonal business, closing in late fall and opening again in spring. In 2011, the Illinois Avenue (Aurora) and Geneva locations were kept open year round, and fans have appreciated the opportunity to enjoy DQ throughout the winter. The Batavia location, opened in 2014, has also remained open year round. "Celebrations, milestones, and cravings happen year round, Noble DQ wants to be available for fans" says Rintelman, "We're hardy Midwesterners, it's never too cold for Soft-Serve Ice Cream!"

### **About Noble Stores Dairy Queen:**

Noble Stores, LLC is the original Dairy Queen franchise; founded in June of 1940 by Sherb Noble who opened the very first Dairy Queen in Joliet, IL. The Noble family continues to operate the business with nine locations, including two in Aurora, one each in Geneva and Batavia, and five in the greater Kankakee area. Noble DQ strives to provide our customers with timely, courteous service, a quality product, and a memorable experience.

#### *Locations:*

121 S. Main Street, Bourbonnais, IL  
1045 W. Station Street, Kankakee, IL  
1700 E. Maple Street, Kankakee, IL  
3 Gladiolus, Momence, IL  
399 Southcreek Drive, Manteno, IL

126 N. Lake Street, Aurora, IL  
918 W. Illinois Avenue, Aurora, IL  
703 E. State Street, Geneva, IL  
1134 W. Wilson Street, Batavia, IL

More about Noble Stores, LLC can be found at their web page: [www.NobleStores.com](http://www.NobleStores.com)

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