



Baked by Melissa

FOR IMMEDIATE RELEASE:

Baked by Melissa Constructs the World's Largest Cupcake Art Mosaic

New York, NY – October 6, 2015 – Baked by Melissa, the New York City bakery famous for its bite-size cupcakes, successfully constructed the **WORLD'S LARGEST CUPCAKE ART MOSAIC!** The spread was constructed in Central Park in front of the iconic Bethesda Fountain and was made up of **40,000 cupcakes** that formed a tie-dye peace sign. The cupcake display measured in at over 25 x 25 feet! Measurements were taken by independent professionals and will be submitted to the Guinness Book of World Records. The record is currently held at 30,400 cupcakes.



This exciting venture was in collaboration with Yoko Ono and the John Lennon Educational Tour Bus to commemorate John Lennon's 75th Birthday on Friday, October 9th. It was a historic day that celebrated a music icon and activist who has played such an important role in Baked by Melissa's DNA. Melissa Ben-Ishay said, "Coming together to build a giant 40,000 cupcake tie-dye peace sign, in honor of John Lennon's birthday made this one of Baked by Melissa's most magical days yet."

As part of Baked by Melissa's partnership with the John Lennon Educational Tour Bus, Baked by Melissa is offering an exclusive Imagine Gift Box, which is currently being sold on bakedbymelissa.com for nationwide shipping until October 10th.



Download additional imagery and video of the mosaic and gift box here:
[DOWNLOAD IMAGES](#)

ABOUT BAKED BY MELISSA:

In 2008, Melissa Ben-Ishay was fired from her job in advertising. Passionate about baking since childhood, Ben-Ishay decided to do what she loved and Baked by Melissa was born. Today, Baked by Melissa is famous for its signature, bite-size cupcakes. The bakery's core product line, which is comprised of eight addictive cupcake flavors is available year round. In addition a Mini of the Month, Seasonal Collections and Holiday cupcakes are introduced as limited-edition offerings throughout the year. The brand's website and a branded mobile application allow consumers to customize their cupcake experience with a Cupcake Creator, Cupcake Art and the ability to create their own assortments. Baked by Melissa operates 13 store locations, including a shop at JFK's JetBlue Terminal 5, and ships nationwide.

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