

For Immediate Release

POC: Michelle “ChefMitchie” Curran, Mitchies Munchies

Phone: (702) 551-2253 | info@mitchiesmunchies.com

Depressed Cake Shop Pops-up in Las Vegas, NV

(Las Vegas, NV) 2/14/16

The Depressed Cake Shop, a pop up concept that raises money and awareness for mental health, will debut in Las Vegas on February 24th from 5:30 p.m. to 8:30 p.m. during the [Las Vegas Woman Magazine Spring Cover Premiere Party](#) at Silverton Las Vegas inside the Veil Pavilion. Michelle “ChefMitchie” Curran, Co-conspirator of Depressed Cake Shop Las Vegas (DCSLV) and owner of [Mitchies Munchies](#), will be selling “Grayed” baked goods and treats for customers to enjoy. All proceeds will be donated to [Team RWB](#).

[Depressed Cake Shop](#) UK, founded in 2013 by Emma Thomas/Miss CakeHead, has raised \$70,000+ for charities worldwide by engaging bakers to donate and sell sweets dressed in gray with a pop of color on the inside. The project’s message has spread through social media and has received press attention around the globe, with mentions from outlets like Time Magazine, the Huffington Post, Vice, and Oprah Magazine.

On February 24, 2016 guests are encouraged to attend the [Las Vegas Woman Magazine](#) Premiere Party at Silverton Las Vegas inside the Veil Pavilion where they’ll meet and greet with Cake/Sugar Artist Michelle “ChefMitchie” Curran; owner of [Mitchies Munchies](#) also known for her multiple Food Network appearances. ChefMitchie will debut Las Vegas’ first ever Pop-up “Depressed Cake Shop” where guests can purchase handcrafted sweets dressed in gray to raise funds and awareness for mental health; proceeds will benefit Team RWB: *Team Red White and Blue’s mission is to enrich the lives of America’s veterans by connecting them to their community through physical and social activity.* ChefMitchie will be joined by Team RWB’s Las Vegas Community Captain and Enterprise Development Project Manager, Donnie Starling and Elizabeth Higgins, Co-Athletic Director.

When asked why she chose to bring Depressed Cake Shop to Las Vegas, ChefMitchie responded, “Mental health needs support, what we see on the outside doesn’t reflect what’s on the inside at all. A sad gray colored cupcake reminds me of people who have lost their smiles, but when you cut into the cake and see the pop of color, it reminds me that there is hope, and that all is not lost. This is the sweetest way to help and remind people challenged with making their smiles, this is temporary, help is close by. You matter.”

Depressed Cake Shop Las Vegas is a community wide Pop-up and the following bakeries and sweet shops are participating “co-conspirators”. On February 24, 2016 customers can visit these shops to purchase a special baked good dressed in gray and proceeds will be donated to [Team RWB](#); Co-conspirators will display the Depressed Cake Shop logo in their shops: [Freed’s Bakery](#), [Periodot Sweets](#), [Pink Box Doughnuts](#), and [The Goodie Girls](#). To learn more about participating as a co-conspirator for DCSLV please email info@mitchiesmunchies.com

Depressed Cake Shop invites the public to follow along, talk about mental health and share.

Facebook: <https://www.facebook.com/DepressedCakeShop/?fref=ts>

Twitter: <https://twitter.com/depressedcake>

Instagram: <https://www.instagram.com/depressedcakeshop/>

Guests must register an [RSVP](#) for the Las Vegas Woman Magazine Premiere Party

Help is close:

800-273-TALK (8255) | 800-SUICIDE (784-2433) | or Send a TEXT to 838255

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