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THE TEN MILE TIMES



News, Arts, Entertainment and Real Estate

Summit County's Locally Owned Newspaper

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Bubba Gump Shrimp Company opens in Breck with dancing shrimp and Forrest Gump

No, it's not Halloween, even though the weather still feels like fall and a seven foot shrimp has been spotted dancing and even skiing around town.

It's all part of a massive marketing blitz on the Town of Breckenridge and its surrounding towns and neighborhoods by the folks at Bubba Gump Shrimp Company to promote the opening of their new store on Main Street in Breck.

Along with the shrimp, two Forrest Gumps have been running around town. Literally.

One of the Forrest look-a-likes, Sean Minnock plays the "running

Forrest" and was seen jogging through the streets of Summit County last week passing out coupons to anyone who yelled "Run, Forrest, Run."

The other Forrest character, otherwise known as Steve Weber, looks, acts and even talks like Tom Hanks' character.

Dressed in a white suit with a plaid blue shirt, gray vest and carrying the signature suitcase and box of chocolates, Weber has been busy visiting businesses and media outlets around the county.

He's been known to offer whoever he encounters a piece of chocolate, some advice on life along with goodies and public relations literature promoting the new restaurant.

On opening day, the restaurant will donate half of their proceeds to the Summit County Youth and Family Services.

On their second day of business, Bubba Gump Shrimp Company will give 50 percent of their profits to Summit Youth Hockey League.



RUN, MILES, RUN

Forrest Gump look-a-like Sean Minnock was running through the streets of Summit County when he caught up to our own Miles F. Porter, IV. Minnock was in town to promote the opening of the new Bubba Gump restaurant in Breck.

TIMES photo by AMY KEMP

According to company officials, fundraisers on opening day are a Bubba Gump trademark.

The restaurant will open on

Wednesday, Dec. 16 and will feature seafood specialties on the menu and Forrest Gump memorabilia on the walls.