

Museum of Ice Cream's legen-dairy Pinkmas celebration is back in NYC with new ways to celebrate the holiday season

The immersive experience runs through the holiday season with limited time treats, engaging activations and festive crafts

NEW YORK, UNITED STATES, December 9, 2022 /EINPresswire.com/ -- [Museum of Ice Cream's](https://www.einpresswire.com/2022/12/09/museum-of-ice-cream-pinkmas-2022/) annual Pinkmas celebration has kicked off in NYC, running now through Monday, January 9, 2023. Visitors will add a little sprinkle of joy to their holiday as they embark on a magical journey across three immersive floors filled with delicious treats, festive crafts, a larger-than-life



Pinkmas is here at Museum of Ice Cream!

snow globe, and much more! The Pinkmas experience will be filled with interactive moments and limited-time activations as guests sprinkle all the way through MOIC's Pinkmas tree forest, build a take-home paper gingerbread house as part of the craft activity, and sample all the flavors that celebrate the spirit of the season.

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For legen-dairy fun and unique treats at every turn, Museum of Ice Cream is the only spot to experience the most wonderful time of year at the sweetest place on earth!”

MOIC NYC

Visitors are invited to attend with friends and loved ones in their pink'est holiday looks to create new traditions and celebrate their own. Upon arrival, one and all will warm their mittens with pink hot chocolate before exploring a magical paper gingerbread town. Scoops of all ages and flavors will remember what it's like to be a kid, as they step inside MOIC's first-ever life-sized snow globe and capture that perfect pic for this season's holiday card! All Pinkmas ticket holders will enjoy unlimited ice cream treats,

including pink peppermint soft serve topped with a maraschino cherry, hard scoops with candy cane sprinkles, and "milk" and cookies soft serve covered in chocolate chip cookie bites.

The MOIC Cafe will also offer a selection of seasonal cocktails and treats celebrating the flavors of the season. When purchasing tickets, guests can add on boozy shakes, signature scoops, sundaes, and more to receive a sweet discount! After a dip in MOIC's world-famous Sprinkle Pool, visitors can indulge in a Gingerbread Milkshake topped with whipped cream, sprinkles and a festive gingerbread cookie or warm up with Mulled Apple Cider made with Fireball, apple cider and red wine. For something more classic, melt into MOIC's world-famous Sprinkle Pool Sundae overflowing with a choice of three scoops, caramel, whipped cream, and Pinkmas-inspired sprinkles. For legen-dairy fun and unique treats at every turn, Museum of Ice Cream is the only spot to experience the most wonderful time of year at the sweetest place on earth!

IMAGES

[Click here](#) for imagery.

TICKET SALES

Museum of Ice Cream NYC is located at 558 Broadway and is open Wednesday through Monday. Limited tickets for Pinkmas are priced from \$25-\$44, and are free for children aged 2 and below. Tickets can be reserved at www.museumoficecream.com/book-new-york-city through January 9, 2023. For more updates and announcements, sign up for Museum of Ice Cream's newsletter at www.museumoficecream.com/getthelatestscoop and follow along at @museumoficecream.

ABOUT MOIC

Museum of Ice Cream transforms concepts and dreams into spaces that provoke imagination and creativity. MOIC is designed to be a culturally inclusive environment and community, inspiring human connection and imagination through the universal power of ice cream. Museum of Ice Cream is a Figure8 brand.

Ryan Beshel



Join us for the sweetest party in town at Museum of Ice Cream's all new Pinkmas celebration!



Dive into Pinkmas at Museum of Ice Cream NYC!

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