

Town changes name to Dunkin' for one day. 'That's the dream.'

Stow has gone three years without a Dunkin', which is widely considered a staple in Massachusetts. They are celebrating a new Dunkin' opening there in a big way.



Melina Khan
USA TODAY

July 24, 2025 | Updated July 25, 2025, 10:39 a.m. ET



A Massachusetts town is literally running on Dunkin' after it changed its name to the coffee chain's moniker — for one day.

A town board in Stow, Massachusetts, on July 8 [unanimously passed a motion](#) to rename the town to Dunkin' on Thursday, July 24.

The name change is merely ceremonial to recognize the grand opening of the town's new Dunkin' location, officials said.

Stow, which is about 25 miles northwest of Boston, is shedding the notorious title it's been known by for the last three years — a Dunkin' desert.

Why is Stow changing its name to Dunkin' for the day?

Stow [went viral](#) in 2022 when WBZ NewsRadio, a local radio station in Boston, reported on the town's status as a so-called "Dunkin' desert."

That year, the town's only two Dunkin's closed, leaving it without access to the chain, which is widely considered a staple in Massachusetts.



Stow, Massachusetts, was temporarily renamed Dunkin' for a day in honor of a new shop in the town.
Nuno Pereira, A&G

Megan Pesce, who owns several Dunkin' stores in the Greater Boston area, told the Stow board at a July 8 meeting that she and her husband decided to open the new location in the town after the others closed.

"As soon as we heard that the two stores in Stow were consecutively sort of closed, we said, 'We need to fix that,'" she said.



Stow, Massachusetts, was temporarily renamed Dunkin' for a day in honor of a new shop in the town. *Nuno Pereira, A&G*

Grace Kirkman, an associate field marketing manager for Dunkin, told the board at the meeting that the name change would help generate publicity around the new location.

"It's really just giving us a great story to be able to go out and share with the world," Kirkman said. "You will become the first ever Dunkin, Massachusetts, which I think for every Massachusetts resident, that's the dream."

When is Stow changing its name to Dunkin'?



Stow, Massachusetts, was temporarily renamed Dunkin' for a day in honor of a new shop in the town. *Nuno Pereira, A&G*

The town of Stow will be known as Dunkin' for one day, on July 24, which is the grand opening date for the new store.

The name change is far from the only way Dunkin' is celebrating — they will also be giving away 100 days of free coffee for the first 100 Dunkin' Rewards members in line, according to a release.

The company also said it will be making a \$5,000 donation to the Stow Food Pantry on behalf of the Dunkin' Joy in Childhood Foundation.

This story has been updated with new photos.

Melina Khan is a national trending reporter for USA TODAY. She can be reached at melina.khan@usatoday.com.