



June 2009

For immediate release

EVENT DATE: Friday, July 10

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**20th Anniversary American Dairy Association Ice Cream Social
to benefit Marlin Jackson's Fight for Life Foundation**

INDIANAPOLIS – Join the American Dairy Association of Indiana and its Hoosier Dairy Farm Families as they “Scream for Ice Cream” at the 20th annual Ice Cream Social on the Circle.

Huge chocolate, strawberry and caramel sundaes are on the menu on Friday, July 10, from 11 am to 2 pm, on the northwest quadrant of Monument Circle in Downtown Indianapolis.

For just \$3, ice cream lovers can indulge their tastebuds with sundaes made from delicious Edy's Slow Churned Light Ice Cream drizzled with Smuckers ice cream syrups, sprinkled with an array of toppings and crowned with a gigantic dollop of whipped cream. All monies raised through the sale of sundaes and event merchandise will benefit Marlin Jackson's Fight For Life Foundation. The organization impacts the lives of underprivileged youth by focusing on programming in the areas of education and wellness. The Foundation is dedicated to enlightening children on how to overcome the peer pressures of poverty by encouraging positive behaviors in an effort to reach their dreams and goals.

Included among merchandise available will be a limited number of commemorative Ice Cream Social aprons autographed by The Colts' Jackson.

Always a crowd favorite - Celebrity Scoopers! Over 20 celebrity scoopers will help prepare sundaes from six serving tents positioned around the northwest quadrant of the Circle. Additional information about the celebrities, times and tents is forthcoming in early July.

Clowns will entertain with games, face painting and balloon animals. Other attractions scheduled include the Indiana Pacers interactive Fan Van, and Molly the Cow and her calf from Purdue University Dairy Sciences (yes – real, live cows!).

Mascots from the Indianapolis area will make appearances throughout the day. Guests will enjoy meeting Maxwell from Indianapolis Animal Care & Control, the Indianapolis Indians Rowdie, CoCo from Caribbean Cove, Hink The Bulldog from Butler University, and of course the beloved Buttercup from the American Dairy Association.

Personalities from Entercom Indianapolis radio stations WZPL 99.5 FM, 107.9 The Track, and WXNT/News-Talk 1430 AM will also be onsite to entertain the crowds.

For more information about the **Ice Cream Social on the Circle**, call the American Dairy Association at 317/842.7955 or log on at www.winnersdrinkmilk.com.