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June 2010

For immediate release

EVENT DATE: Friday, July 9

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**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 21st annual Ice Cream Social on the Circle!

Delicious chocolate, strawberry, caramel, and butterscotch sundaes are on the menu on Friday, July 9, 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 taste buds with enormous sundaes made from delicious Edy's Slow Churned Light Ice Cream drizzled with a variety of Smuckers syrups, sprinkled with an array of toppings and crowned with a gigantic dollop of whipped cream.

All monies raised through the sale of sundaes 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. Last year, sales of more than 2700 sundaes in three hours raised in excess of \$8600 for Jackson's foundation.

Always a crowd favorite - Celebrity Scoopers! Over 30 local celebrity scoopers will help prepare sundaes from six serving tents positioned around the northwest quadrant of the Circle.

Among Celebrity Scoopers scheduled to participate are:

Marlin Jackson, Philadelphia Eagles

Jim O'Brien, Fox 59

Zuri Hall, The Face of MyNDY-TV

Hink, Butler Bulldogs mascot

Dave Russell, Brownfield Ag Network

Ray Cortopassi, Fox 59

Pamela Altmeyer, CEO, Gleaners Food Bank

Bill Remeika, Fox 59

Boomer, Indiana Pacers mascot
Scott Jones, Fox 59
Melvin Bullitt, Indianapolis Colts
Bridget Sloan, USA Gymnastics Olympian
Antoine Bethea, Indianapolis Colts
Paul Poteet, Indiana's Weatherman
Ashley Adamson, WISH-TV
Anne Marie Tiernon, WTHR-TV
Angela Cain, WTHR-TV
Stewart Goodwin, Executive Director, Indiana War Memorials
Deborah Smith, Girl Scouts of Central Indiana
1st Sgt. Dave Bursten, Indiana State Police
Sherman Burdette, Fox 59
Chief Paul Ciesielski, Indianapolis Metropolitan Police Department
Jolene Ketzenberger, Indianapolis Star
Sgt. Anthony Emery, Indiana State Police

Other attractions scheduled include face-painters, 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, My107.9 FM, and WXNT/News-Talk 1430 AM will also be on site 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.