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COLD STONE CREAMERY HOSTS 10th ANNUAL WORLD'S LARGEST ICE CREAM SOCIAL TO BENEFIT MAKE-A-WISH FOUNDATION

Cold Stone celebrates 10 years of helping grant wishes throughout September

Scottsdale, Ariz. (Sept. 1, 2011) – [Cold Stone Creamery](#)[®] and the [Make-A-Wish Foundation](#)[®] are inviting the country to the 10th Annual World's Largest Ice Cream Social on Sept. 27 for a free Sprinkled with Wishes™ Creation™ as the culmination of a month-long fundraising event. Proceeds from this event will benefit the Make-A-Wish Foundation.

Throughout September, every Cold Stone store nationwide will sell paper wish stars for \$1 each. The month-long fundraiser will conclude with the 10th Annual World's Largest Ice Cream Social on Sept. 27. During the social, Cold Stone locations will give away 3-ounce portions of the Sprinkled with Wishes Creation from 5-8 p.m., while encouraging guests to donate to the Make-A-Wish Foundation. Sprinkled with Wishes is a delicious Creation with Sweet Cream Ice Cream, moist Brownie, Rainbow Sprinkles and rich Fudge.

Cold Stone Creamery has supported the Make-A-Wish Foundation since 2002, generating more than \$4 million in donations to help change the lives of children with life-threatening medical conditions. That's enough to grant nearly 800 wishes – each one a life-affirming gift that makes wish kids stronger, more optimistic, more willing to overcome the obstacles in their lives.

"We are very proud to say that we have aligned with the Make-A-Wish Foundation for 10 years to host the World's Largest Ice Cream Social and produce more than \$4 million in donations," said Ray Karam, Cold Stone Creamery Sr. [Tastemaster](#)[™]. "I want to encourage everyone to come and help us make the 10th anniversary the best year yet!"

About the Make-A-Wish Foundation

The Make-A-Wish Foundation grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is one of the world's leading children's charities, with 62 chapters in the United States and its territories. With the help of generous donors and nearly 25,000 volunteers, the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 200,000 wishes in the United States since inception. For more information about the Make-A-Wish Foundation, visit [wish.org](#) and discover how you can *share the power of a wish*[®].

About Cold Stone Creamery

Cold Stone Creamery delivers *The Ultimate Ice Cream Experience*[®] through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store, and then customized by combining a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Ariz., Cold Stone Creamery is a subsidiary of Kahala, one of the fastest growing franchising companies in the world, with a portfolio of 14 quick-service restaurant brands. Cold Stone Creamery operates more than 1,500 locations in 17 countries.

For more information about Cold Stone Creamery, visit www.coldstonecreamery.com. For more information about Kahala, visit www.kahalacorp.com.

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