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**Cold Stone Creamery and Make-A-Wish Foundation® of America Recognized At  
Fourth Annual Cause Marketing Halo Awards™**

**June 13, 2006 (New York)** – Cold Stone Creamery and the Make-A-Wish Foundation of America were recently honored with a Cause Marketing Halo Award, America’s highest honor for companies and causes that do well by doing good.

“The World’s Largest Ice Cream Social” received the Silver Cause Marketing Halo Award for Best Cause Marketing Event at the fourth annual Cause Marketing Forum conference.

Once a year, Cold Stone Creamery invites consumers to their stores for a free ice cream Creation (selected by a Make-A-Wish® child) in exchange for a donation. In 2005, local Make-A-Wish chapters worked with the chain’s 1,000+ franchise locations to drive traffic during the three-hour promotional period via PR, direct mail and word of mouth. The effort raised more than \$750,000 (enough to fund 123 wishes) and highlighted the company’s community spirit through 210 million media impressions.

The Cause Marketing Halo Awards demonstrate the good that can be done when businesses and nonprofits team up,” said David Hessekiel, president of Cause Marketing Forum, Inc., the program’s organizer. “It’s a competition in which we all win.” Cause marketing is the strategy of building mutually beneficial alliances between companies and causes.

“In 1990 cause marketing spending was a bit more than \$100 million – this year it is forecast to top \$1.3 billion,” said Hessekiel. CMFI produces an annual conference, workshops, teleclasses and [causemarketingforum.com](http://causemarketingforum.com), a website offering free resources to businesses and nonprofits interested in developing such programs.

“When you look at all the thousands of families that have been touched by the Make-A-Wish Foundation, there is no arguing that there is a strong need for the unique wish-granting opportunities they offer to children and families everywhere. We look forward to continue our partnership in the years to come and we’re excited to announce the 5<sup>th</sup> Annual World’s Largest Ice Cream Social will take place in 1,300+ stores on Sept. 28 of this year,” says Kevin Myers, VP of Marketing for Cold Stone Creamery.

“The Cause Marketing Halo Award recognizes the tremendous work that Cold Stone Creamery and our Make-A-Wish chapters put in to make the World’s Largest Ice Cream Social such a great success,” said David Williams, Make-A-Wish Foundation of America president and chief

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executive officer. “It shines a deserving spotlight on our partnership with Cold Stone Creamery and how the event is helping our efforts to grant the heartfelt wishes of courageous children nationwide.”

The Cause Marketing Forum also announced that The Home Depot and KaBOOM! each received Cause Marketing Golden Halo Awards for their leadership in this fast-growing field.

Sixteen category-specific awards were given to 2005 campaigns. The winners were:

Best Environmental/Wildlife Campaign:

Gold: “Iams Home For the Holidays”, Iams Pet Food & Helen Woodward Animal Center

Silver: “AT&T’s My SBC eBill Paperless Program”, AT&T & National Arbor Day Foundation

Best Health Campaign:

Gold: “Cook for the Cure”, KitchenAid & Susan G. Komen Breast Cancer Foundation

Silver: “Luna/Breast Cancer Fund Partnership”, Clif Bar and the Breast Cancer Fund

Best Social Service/Education Campaign:

Gold: “Jones New York In The Classroom”, Jones Apparel Group & 4 education groups

Silver: “Save Our History”, The History Channel & American Assoc. for State & Local History

Best Joint Message Promotion

Gold: “Change Your Clock, Change Your Battery”, Energizer & Intl. Assoc. of Fire Chiefs

Silver: “Save Our History”, The History Channel & American Assoc. for State & Local History

Best Print Creative:

Gold: “Hear No Evil, See No Evil, Speak No Evil”, ALDO Group & YouthAIDS

Silver: “Jones New York In The Classroom”, Jones Apparel Group & 4 education groups

Best Transactional Campaign:

Gold: “Music Rising”, Gibson Guitar, Guitar Center and MusiCares

Silver: “Cones for Kids”, Easter Seals & Friendly Ice Cream Corporation

Best Cause Marketing Event:

Gold: “Hyundai Hope on Wheels”, Hyundai Motor America and CureSearch

Silver: “The World’s Largest Ice Cream Social”, Cold Stone Creamery & Make-A-Wish Foundation of America

Best National/Local Integration

Gold: “Jones New York In The Classroom”, Jones Apparel Group & 4 education groups

Silver: “Ford Get Tied to the Cure”, Ford Motor Co. & Susan G. Komen Breast Cancer Foundation

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