



## **MEDIA ALERT**

**Event Date: July 24, 2003**

### **COLD STONE CREAMERY DISHES UP WISHES IN CELEBRATION OF NATIONAL ICE CREAM MONTH**

*Cold Stone Creamery Stores Nationwide to Mix Up  
Free Ice Cream Creations on July 24 at the World's Largest Ice Cream Social to Benefit the  
Make-A-Wish Foundation*

**EVENT:** To celebrate National Ice Cream Month, July 2003, Cold Stone Creamery® will host the "World's Largest Ice Cream Social," a nationwide fund-raiser to benefit the Make-A-Wish Foundation®.

On July 24, participating Cold Stone Creamery store locations nationwide invite ice cream lovers to experience the joy of summertime and ice cream at a nostalgic event that promises a break from the heat with wholesome family entertainment, fun activities and lots of free ice cream!

Guests will be treated to the "Make-A-Wish® Creation," as developed by Alexei, age 7, a wish child from Atlanta. The Creation™ consists of Cake Batter ice cream, hand-blended on the frozen granite stone with Oreos®, M&M's® and chocolate fudge. In exchange for the free ice cream, each location will ask customers to make donations to benefit the Make-A-Wish Foundation, an organization that grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.

**WHO:** Anyone with a love for ice cream and a heart for children

**WHERE:** Participating Cold Stone Creamery locations nationwide  
(For exact store locations, please consult [www.coldstonecreamery.com](http://www.coldstonecreamery.com))

**WHEN:** Thursday, July 24, 2003  
5 - 8 p.m.

#### **MEDIA OPPORTUNITIES:**

- Interview a Cold Stone Creamery representative
- Interview a Make-A-Wish Foundation representative
- Capture visuals of communities coming together for wholesome fun in a carnival-like atmosphere

**CONTACT:** Jami Thompson, Cold Stone Creamery, 480-348-1704 ext. 199  
Erin James, Golin Harris, 213-623-4200 ext. 707

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*"It's a Great Day for Ice Cream!"®*