

Red and Black
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Ice cream shop makes wishes come true for kids

Contributed by JILL KRUGMAN

A child suffering from a life-threatening illness will have his wish come true today.

A partnership between Cold Stone Creamery and the Make-A-Wish Foundation is raising money to help Alexei, a 7-year-old "wish child" from Atlanta, and other children fulfill their dreams.

The World's Largest Ice Cream Social is being held today at Cold Stone Creamery downtown.

The social is the cornerstone of National Ice Cream Month.

From 5 to 8 p.m., Cold Stone will be giving away special Make-A-Wish creations, in hopes of collecting donations for the foundation.

Paula Van Ness is president and CEO of Make-A-Wish.

"The month-long celebration to honor National Ice Cream Month allows ice cream lovers around the country to enjoy their favorite treats while helping to grant wishes for children in their own communities," she said.

Alexei, an Atlantan Make-A-Wish recipient whose wish is to travel to Alaska with his family, crafted the special Make-A-Wish creation.

The creation is Cake Batter ice cream, blended with Oreos, M&M's and chocolate fudge.

This social is one of the many ways Cold Stone is trying to incorporate its new business into Athens.

"It's really important for us to be a part of the Athens community and really be a part of downtown," said Townsend Underhill, one of the store's three owners.

Along with the social, Cold Stone's month-long fundraiser includes selling Make-A-Wish stars at their store and making a donation to the charity.

"Our goal with the stars is to sell 2,000," Underhill said, "Also, our (staff members) are donating a portion of their tips to Make-A-Wish."

Underhill emphasized Cold Stone's commitment to community involvement.

"We've gotten together with local area wish representatives, and nationally Cold Stone has been in partnership with Make-A-Wish," he said.

Athens' Cold Stone has also established a relationship with the Boys and Girls Club of Athens.

"Our big charity is the Boys and Girls Club," Underhill said. "We have a partnership with them through the Back-A-Kid campaign."

The Back-A-Kid campaign is the ongoing fundraiser for the Boys and Girls Club.

"Its like sponsoring a kid in your community," he said.



Downtown's newest ice cream shop, Cold Stone Creamery, will host an ice cream social supporting the Make-A-Wish Foundation. (Megan Summers * The Red & Black)