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## **Cold Stone Creamery plans month-long benefit**

Scottsdale-based Cold Stone Creamery and its nationwide chain of stores this summer will stage a month-long fund-raising effort on behalf of the Make-A-Wish Foundation of America.

In honor of July as National Ice Cream Month, Cold Stone Creamery officials said that all ice cream purchases made during July will benefit the Make-A-Wish Foundation.

In addition, for a \$1 donation, Cold Stone will invite ice cream lovers to invent their own signature ice cream Creations and have their name and recipe inscribed on a special Make-A-Wish star to be posted on the store walls throughout the month.

Cold Stone Creamery will also debut its "Make-A-Wish Creation," inspired by Alexei, age 7, a "wish child" from Atlanta. The Creation consists of Cake Batter ice cream, hand-blended on the frozen granite store with Oreos, M&M's and chocolate fudge.

On July 24 Cold Stone Creamery stores nationwide will host their second annual "World's Largest Ice Cream Social." Stores will treat guests to free Make-A-Wish Creations from 5 to 8 p.m.

At the end of July, Cold Stone Creamery will donate the star proceeds, all customer donations, and profits generated during National Ice Cream Month to the Make-A-Wish Foundation. This donation will grant Alexei's wish to travel to Alaska with his family.

Cold Stone Creamery is an independently owned franchise system with ice cream made daily in each store, then customized by combining a variety of mix-ins on a frozen granite stone.

Cold Stone Creamery currently has more than 375 stores operating in the United States and Caribbean with plans to establish 1,000 stores by next year.