

PROMO » PREMIUM & INCENTIVES » PREMIUMS & INCENTIVES NEWS » COLD STONE CREAMERY/NFL GIFT CARD BENEFITS CANCER

Cold Stone Creamery/NFL Gift Card Benefits Cancer

JUL 29, 2009 6:02 AM, Staff for P&I

Cold Stone Creamery is benefiting the National Breast Cancer Foundation through a partnership with National Football League icon Larry Fitzgerald Jr. through an in-store and online gift card promotion.

ARTICLE TOOLS

 BOOKMARK

 EMAIL

 SAVE

 PRINT

 REPRINT

MOST POPULAR ARTICLES

[Captain Morgan Voicemail Tool Pranks Friends](#)

[Nivea for Men Targets 2 Million Commuters](#)

[Subway Ups Ante: \\$67 Million in Prizes in Scrabble Game](#)

[Frito-Lay and NFL Hunting for a Prime Pigskin Family](#)

[Subway Program Offers Money for Schools](#)

[Alphabetical Index of the Promo 100 Companies](#)

ADVERTISEMENT



Chief! Chat
FORUM
Discuss all marketing

Fitzgerald is a wide receiver for the Arizona Cardinals. Signature gift cards in his name have been created where 5% of the value of each card purchased will be dedicated to the cause.

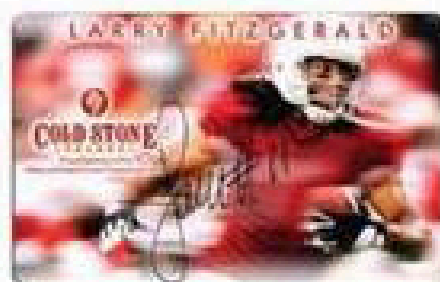
The cards are available in Cold Stone Creamery locations nationwide throughout the 2009 football season, which also coincides with Breast Cancer Awareness Month in October.

Fitzgerald lost his mother to breast cancer in 2003 and keeps his long hair braided in her memory.

"I understand from personal experience the importance of increased awareness and further research in the fight against breast cancer," Fitzgerald said in a release.

Cold Stone also has a long charitable history with the Make-a-Wish Foundation, among others. The company said it believes that aligning with such causes allows it to be more relevant to its customers.

As part of the promotion, a new product created by Fitzgerald will be available, "Heaven Eleven," a combination of strawberry ice cream, graham cracker pie crust, white chocolate chips, strawberries and bananas. The pink creation serves as an additional reminder of the fight against breast cancer, the company said.



A new NFL branded gift card from Cold Stone Creamery benefits breast cancer.