



FOR IMMEDIATE RELEASE

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**COLD STONE CREAMERY LAUNCHES BEST BUDDIES INTERNATIONAL
PARTNERSHIP WITH NATIONWIDE FUNDRAISING PROMOTION**

Proceeds from Best Buddies Stickers Will be Donated to the Organization

SCOTTSDALE, Ariz. – (August 1, 2016) Cold Stone Creamery® (www.ColdStoneCreamery.com) is partnering with Best Buddies® International and hosting a nationwide fundraising promotion during the month of August in all domestic Cold Stone Creamery stores to support the organization. Best Buddies is a nonprofit that is dedicated to creating opportunities for friendship, employment and leadership development for people with intellectual and developmental disabilities (IDD).

Beginning August 1, customers can purchase a Best Buddies sticker, designed by renowned artist Keith Haring, for a minimum donation of \$1 each. Keith Haring was an artist, philanthropist, and friend of Anthony K. Shriver, Founder and Chairman of Best Buddies International. Haring incorporated his incredible energy and vibrant style into the now iconic Best Buddies logo. One hundred percent of proceeds from the stickers will be donated to the Best Buddies International organization.

“Cold Stone Creamery is honored to work together with Best Buddies and help support their mission to end the social, physical and economic isolation of the 200 million people with intellectual and developmental disabilities,” said Kate Unger, senior vice president of marketing for Kahala Brands™, parent company of Cold Stone Creamery. “Customers have the chance to share the message of friendship and empowerment when they purchase a Best Buddies sticker along with their favorite ice cream Creation™.”

In addition to the nationwide fundraising program, Cold Stone Creamery will be implementing a jobs program later this fall. This integrated employment program will pair members of Best Buddies with their local Cold Stone Creamery store. There, they will receive professional hands-on training in the art of creating the *Ultimate Ice Cream Experience*®.

Cold Stone Creamery is also working on a mentoring program in which members of Best Buddies will have the chance to shadow an employee at the brand's corporate headquarters and training center in Scottsdale, Arizona.

About Cold Stone Creamery®

Cold Stone Creamery delivers the *Ultimate Ice Cream Experience*® through a community of franchisees who are passionate about ice cream. The secret recipe for smooth and creamy ice cream is handcrafted fresh daily in each store, and then customized by combining a variety of mix-ins on a frozen granite stone. Headquartered in Scottsdale, Arizona, Cold Stone Creamery is owned by parent company Kahala Brands™, one of the fastest growing franchising companies in the world, with a portfolio of 18 quick-service restaurant concepts. The Cold Stone Creamery brand operates approximately 1,500 locations in over 27 countries.

About Best Buddies® International

Best Buddies® is a nonprofit 501(c)(3) organization dedicated to establishing a global volunteer movement that creates opportunities for one-to-one friendships, integrated employment and leadership development for people with intellectual and developmental disabilities. Founded in 1989 by Anthony K. Shriver, Best Buddies is a vibrant organization that has grown from one original chapter to more than 1,900 middle school, high school, and college chapters worldwide. Today, Best Buddies' eight formal programs — Middle Schools, High Schools, Colleges, Citizens, e-Buddies®, Jobs, Ambassadors, and Promoters — engage participants in each of the 50 states and in over 50 countries, positively impacting the lives of more than 900,000 people with and without disabilities around the world. In many cases, as a result of their involvement with Best Buddies, people with intellectual and developmental disabilities secure rewarding jobs, live on their own, become inspirational leaders, and make lifelong friendships.

For more information about Cold Stone Creamery, visit www.ColdStoneCreamery.com.

For more information about Kahala Brands, visit www.KahalaBrands.com.

For more information about Best Buddies, please visit www.BestBuddies.org, facebook.com/bestbuddies or twitter.com/bestbuddies.

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