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**COLD STONE CREAMERY GIVES AWAY FREE ICE CREAM AT SELECT  
LOCATIONS FOR RANDOM ACTS OF COLD STONE**

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*The third annual event promotes kindness and good will to customers*

**SCOTTSDALE, Ariz.** – (February 17, 2017) In honor of Random Acts of Kindness Day, Cold Stone Creamery® ([www.ColdStoneCreamery.com](http://www.ColdStoneCreamery.com)) is kicking off the celebration with the return of *Random Acts of Cold Stone*®. Over the next few weeks, the Random Acts of Cold Stone team (#RandomActsOfColdStone) is traveling to stores in undisclosed cities across the country and giving away free ice cream. The initiative was first started back in 2015 as a unique way to thank Cold Stone Creamery customers and community leaders.

“Random Acts of Cold Stone has been spreading kindness nationwide for three years and it has been so fulfilling for everyone involved that we hope it continues for many years to come,” said Sara Schmillen, senior director of marketing at Cold Stone Creamery. “This is our way of saying ‘thank you’ to our loyal customers, and it is our hope that this kindness will be paid forward and passed on to others.”

Random Acts of Cold Stone makes its first stop today in Owensboro, Kentucky where ice cream fans will be treated to a free Like It® or Love It® size of their favorite flavor or Signature Creation™ for a limited time, while supplies last.

New this year is the Random Acts of Cold Stone ice cream truck, a cardboard cutout that is “powered by kindness” and will travel with the team as they surprise customers across the country. A picture of the truck’s whereabouts will be posted to the company’s national social media pages, revealing the locations city by city and building suspense for where the next event will be popping up. Customers will also be able to pose with the truck during the events and post to their social media pages about their experience for a chance to win Cold Stone eGift Cards online.

To spread even more kindness throughout the tour, the traveling Random Acts of Cold Stone representatives will be rewarding individuals they witness do something kind for someone else

while on the road by giving them two gift cards – one to reward them for their act of kindness and another for them to pay it forward and give to someone else.

Cold Stone Creamery Tastemaster Dr. Maya Warren will also be making special appearances alongside the Random Acts of Cold Stone team as they make their way to different cities. Dr. Warren has a Ph.D. in food sciences and specializes in frozen aerated desserts. At the Cold Stone Creamery headquarters, she works with the Research and Development team to create the delicious new flavors and products that guests keep coming back for.

Random Acts of Cold Stone was developed in an effort to show appreciation to loyal customers, while also spreading kindness and good will to communities and inspiring others along the way.

### **About Cold Stone Creamery**

Cold Stone Creamery<sup>®</sup> delivers the Ultimate Ice Cream Experience<sup>®</sup> 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<sup>™</sup>, 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 28 countries.

For more information about Cold Stone Creamery, visit [www.ColdStoneCreamery.com](http://www.ColdStoneCreamery.com).

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