



FOR IMMEDIATE RELEASE

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**COLD STONE CREAMERY ANNOUNCES THE SECOND ANNUAL IN-STORE
FUNDRAISER BENEFITING BEST BUDDIES INTERNATIONAL**

One hundred percent of the proceeds from sticker sales will be donated to the organization

SCOTTSDALE, Ariz. – (Sept. 6, 2017) Cold Stone Creamery® (www.ColdStoneCreamery.com) announces the return of its nationwide Best Buddies International® Fundraising Promotion during the month of September in honor of its continued partnership with the Best Buddies organization, a nonprofit dedicated to creating opportunities for friendship, employment and leadership development for people with intellectual and developmental disabilities (IDD).

The mission of the in-store fundraiser is to raise money through the sale of specialty stickers featuring the Best Buddies logo, designed by renowned artist Keith Haring. He 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. Cold Stone Creamery is asking for a minimum \$1 donation per sticker, with 100 percent of proceeds from the stickers being donated to Best Buddies International.

“We very much look forward to this special time of year as we support our national philanthropy Best Buddies, with our annual fundraiser at the local store level. Cold Stone Creamery locations across the country will be taking part in this national fundraiser and our Crew Members are eager and deeply excited to once again help raise money and support for such an important organization to us, and to so many around the world,” said Kate Unger, senior vice president of marketing for Kahala Brands™, parent company of Cold Stone Creamery. “We invite and encourage our guests to show their support of Best Buddies, as they share their support of friendship and empowerment with the purchase of Best Buddies stickers all month long.”

In addition to the fundraiser, Cold Stone Creamery recently launched an employment program, which places individuals with IDD in paid positions within Cold Stone Creamery locations. The jobs program provides Best Buddies participants the opportunity to work alongside current employees, gain hands-on experience in the workplace, and become involved in their community.

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 22 quick-service restaurant concepts. The Cold Stone Creamery brand operates approximately 1,500 locations in over 28 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 2,300 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 nearly 50 countries, positively impacting the lives of more than 1.1 million 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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