



## FOR IMMEDIATE RELEASE

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### **Ben & Jerry's Co-Founder Jerry Greenfield to Scoop Ice Cream at Orlando Scoop Shop** *Jerry Supports "Cup for a Buck" Promotion Benefiting Local Boys & Girls Club*

**Orlando, Florida (May 28, 2009)** – On June 4, 2009 from 12:00-6:00 p.m., The Ben & Jerry's Scoop Shop at The LOOP Shopping Center, at the intersection of John Young and Osceola Parkways, will officially kick-off summer including a special visit from Jerry Greenfield, Co-Founder of the original Ben & Jerry's Ice Cream Company. From 2:30 to 5:00 p.m., Jerry will meet & greet with customers as well as scoop ice cream as a part of the "Cup for a Buck" fundraiser benefiting Boys & Girls Clubs of Central Florida.

"We're so excited to welcome the community and have Jerry come celebrate with us as we support Boys & Girls Clubs of Central Florida," said Jackie Garcia, General Manager at The LOOP Ben & Jerry's Scoop Shop. "This special event is more than just a chance to personally meet Jerry and get a "Cup for a Buck" with 50% of each "Buck" going directly to the Osceola Branch of Boys & Girls Clubs of Central Florida. It is an important way for us to support the local community and give back to those in need—our goal is to share smiles and spread love—concepts Ben & Jerry's were built on. Our June 4 event will do exactly that," said Garcia.

The full flavor line-up will be available, featuring legend-dairy palette pleasers like Chunky Monkey, Cherry Garcia and Chocolate Fudge Brownie, as well as the newest offerings:

- **Chocolate Macadamia – A Flavor with a Mission!**
- **Elton John's Goodbye Yellow Brick Road**
- **Orange & Cream Sorbet**

### **About Ben & Jerry's:**

Ben & Jerry's produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who do not treat their cows with the synthetic hormone rBGH. The company states its position on rBGH on its labels. Ben and Jerry's products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community. Contributions made via the employee led Ben & Jerry's Foundation in 2008 totaled over \$1.7 million. Additionally, the company makes significant product donations to community groups and nonprofits both in Vermont and across the nation. The purpose of Ben & Jerry's philanthropy is to support the founding values of the company: economic and social justice, environmental restoration and peace through understanding, and to support our Vermont communities. For the full scoop on all Ben & Jerry's Scoop Shop locations and fabulous flavors, visit [www.benjerry.com](http://www.benjerry.com).

### **About Boys & Girls Clubs of Central Florida:**

The mission of Boys & Girls Clubs of Central Florida is to inspire and enable all young people, especially those from disadvantaged circumstances, to realize their full potential as productive, responsible and caring citizens. For more information or to find out how you can support our movement, call 407.841.6855 or visit [www.bgccf.org](http://www.bgccf.org).

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