



July 2013

FOR IMMEDIATE RELEASE

Event date: Friday, July 12, 2013

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**American Dairy Association Ice Cream Social
raises funds for Girl Scouts on July 12**

Indianapolis, Ind.—Celebrate National Ice Cream Month and chill out in summer's heat during the American Dairy Association of Indiana's 24th annual Ice Cream Social on the Circle. The event runs from 11 a.m. to 2 p.m. Friday, July 12 on the southeast quadrant of Monument Circle in front of Hilbert Circle Theatre.

As Indiana continues to rank No. 2 in the nation for ice cream production, over 30 local celebrities will dish out \$3 sundaes made from Edy's Slow Churned Light Ice Cream, drizzled with Kroger's chocolate, strawberry, caramel or butterscotch syrups (sugar-free chocolate and caramel syrups also will be available). Additional toppings include jumbo maraschino cherries and Prairie Farms' whipped cream.

All proceeds benefit Girl Scouts of Central Indiana, whose mission is to build girls of courage, confidence, and character, who make the world a better place.

Deb Osza, general manager for the American Dairy Association of Indiana, encourages guests to indulge in three Girl Scout cookie crumble toppings—Trefoils, Thin Mints and Do-si-dos, which is a new addition this year.

"We're really excited Girl Scouts can incorporate their phenomenal cookies into our social!" Osza said. "The Girl Scout cookie crumble toppings are sure to be a big hit, and will definitely give 'cookies 'n cream' a whole new meaning."

Celebrity scoopers will help serve in 30-minute shifts. Scoopers include local media personalities, sports notables and business dignitaries such as Gina Sheets, Indiana State Department of Agriculture director; "The Queen of Free" blogger Cheri Lowe; Patty Spitzer, PetPals TV; Juergen Sommer, Indy Eleven Professional Soccer Team head coach; Nikki Reed, WZPL Afternoon Host; Jimmy "Mad Dog" Matis of the Indianapolis Colts; and Sherman



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Burdette, Fox59 feature reporter, just to name a few. For a complete schedule, visit www.WinnersDrinkMilk.com.

The event also features an array of mascots: the Indianapolis Indians' "Rowdie," Indiana Ice's "Big E-Foot," Indiana State Police's "Trooper Teddy," Indiana Pacers' "Boomer," University of Indianapolis' "Ace the Greyhound," and the American Dairy Association of Indiana's "Buttercup."

Also on hand will be face painters, a photo booth complete with faux milk mustaches, music and scavenger hunt from promotional partners WZPL and 107.9 The Mix, the Pacers Fan Van, and Molly and her calves – real live cows from Purdue Dairy Sciences. Girl Scouts will provide interactive activities that involve hula hoops, jump rope and bubbles.

"Girl Scouts of Central Indiana has sincerely enjoyed our longstanding partnership with the American Dairy Association of Indiana," said Deborah Hearn Smith, Girl Scouts local council chief executive officer, "and we are so grateful they chose to continue to support Girl Scouts by donating the proceeds from their Ice Cream Social on the Circle."

Thousands of dollars have been raised for a variety of Central Indiana not-for-profit youth organizations over the past two decades. Last year, the American Dairy Association raised a record \$8,795.96 for the Diabetes Youth Foundation of Indiana.

For more information about the 24th annual Ice Cream Social on the Circle, log on www.winnersdrinkmilk.com or call 317.842.7955.