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FOR IMMEDIATE RELEASE

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Photo cutline at end of news release

American Dairy Association Ice Cream Social raises over \$8K for Girl Scouts

Indianapolis, Ind.—Over 30 local celebrities helped raise \$8,282.08 for Girl Scouts of Central Indiana as they dished out ice cream sundaes in honor of National Ice Cream Month Friday, July 12 during the American Dairy Association of Indiana's 24th annual Ice Cream Social on Monument Circle in downtown Indianapolis.

Sundaes featured Edy's Slow Churned Light Ice Cream, Kroger's chocolate, strawberry, caramel and butterscotch syrups, topped off with maraschino cherries and Prairie Farms' whipped cream. Sugar-free chocolate and caramel syrups were available, too.

Girl Scouts crumbled up some of their cookies for the special occasion—Trefoils, Thin Mints and Do-si-dos, which were a popular new addition this year.

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

Other highlights included face painters, a photo booth, interactive Girl Scouts' activities, 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.

Over the past two decades, the Ice Cream Social has raised thousands of dollars for a variety of Central Indiana not-for-profit youth organizations. The American Dairy



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Association of Indiana plans to raise funds for Girl Scouts of Central Indiana next year as well. The nonprofit supports a new beneficiary every two years.

For more information on the American Dairy Association of Indiana, log on www.WinnersDrinkMilk.com.

-30-

Photo cutline (pictured from left to right): Edy's Grand Ice Cream representatives Account Manager, Sarah Tooley, Area Sales Leader, Jeffery Rauch and District Sales Leader, Ian Scheffler scooped mounds of ice cream during the American Dairy Association of Indiana's Ice Cream Social Friday, July 12 with celebrity scooper John Stehr, WISH-TV's evening anchor, to raise funds for Girl Scouts of Central of Indiana.