



July 2014

FOR IMMEDIATE RELEASE

Media Contact: Sara Holtz, BPS Marketing, Inc., sara@bpsindy.com, 317.846.8965 / office, 765.432.0483 / cell; Jenni Purcell, Senior Director of Communications & Wellness, American Dairy Association Indiana, 317.842.7133 x16 / office, 765.623.1739 / cell, purcell@WinnersDrinkMilk.com.

American Dairy Association Ice Cream Social raises \$7,200+ for Girl Scouts & Officer Renn charities

INDIANAPOLIS, Ind.—In honor of National Ice Cream Month, over 30 local celebrities dished out giant sundaes Friday, July 11 on Monument Circle, culminating in \$6,800 in ice cream sales at the American Dairy Association Indiana's 25th Ice Cream Social to benefit Girl Scouts of Central Indiana.

Additionally, \$415.14 was raised to benefit charities designated by Perry Renn's family in memory of the late IMPD officer: Best Friends Animal Society, and the Indianapolis Foundation of the Fraternal Order of Police (FOP). The event exclusively sported blue balloons to show support for the Indianapolis Metropolitan Police Department and the #IndyGoingBlue pledge, and all event staff and volunteers adorned blue ribbons.

"Indiana is the No. 2 producer of ice cream in the nation, so ultimately our goal is to showcase a product that connects consumers directly with Indiana's dairy farmers, and then give back to a fellow nonprofit that greatly benefits the community," said Jenni Purcell, American Dairy Association Indiana senior director of communications and wellness. "It was also important for us to have attendees chip in and show their support for IMPD and Officer Renn."

Sundaes featured Edy's Slow Churned Light Ice Cream, Kroger's chocolate, strawberry and caramel syrups, topped off with maraschino cherries, Prairie Farms' whipped cream, sprinkles and Girl Scouts' cookie crumbles.

Other highlights included face painting, a photo booth complete with milk mustaches, interactive Girl Scouts' activities, Church Brothers Collision Repair / Indiana State Police Foundation robot car featuring "Duke" the Safety Dog, music from radio partners WZPL and 107.9 The Mix, the Pacers Fan Van, and Molly and her calves – real live cows from Purdue Dairy Sciences.

Mascot appearances were made by American Dairy Association Indiana's "Buttercup," Indy Eleven's "Zeke," and Indiana Soybean Alliance's "Bennie the Bean," who was also a celebrity scooper.

Between this year and last, the American Dairy Association Indiana raised a total of \$15,082 for Girl Scouts of Central Indiana. For the next two consecutive years, the nonprofit group will raise funds for Girls Inc.



Aside from ice cream, the Indiana State Fair Dairy Bar will offer up a variety of dairy treats Aug. 1-17 highlighting two special menu items: a Colossal Grilled Cheese with mozzarella sticks stuffed in the middle, and a Salted Caramel Milkshake.

Also, the American Dairy Association Indiana will display a custom Indiana cheese sculpture at the fair's Dupont Food Pavilion carved by Sarah Kaufmann, also known as "The Cheese Lady." The official unveiling will take place Wednesday, Aug. 6.

For more information on the American Dairy Association Indiana and upcoming events at the Indiana State Fair Dairy Bar, log on WinnersDrinkMilk.com.

-30-

