



MEDIA ADVISORY

COLD STONE CREAMERY HOSTS THE SEVENTH ANNUAL WORLD'S LARGEST ICE CREAM SOCIAL

Free Ice Cream Served Up on September 25th at Stores Nationwide

EVENT: Cold Stone Creamery® will host the “World’s Largest Ice Cream Social,” a fundraising event to benefit the Make-A-Wish Foundation® of America and local chapters across the country.

On Thursday, September 25, Cold Stone Creamery stores nationwide (including those within our chapter’s territory of Alaska, Montana, Northern Idaho and Washington) invite ice cream lovers to experience the joy of ice cream at a nostalgic event that promises wholesome family entertainment, fun activities and lots of ice cream!

This year’s celebration will include the choice of two different 3 oz. creations developed by two wish children. The creations were developed using two of Cold Stone Creamery’s new ice cream flavors, Nutter Butter® and marshmallow. Wish child, Emily developed the Creation made with Nutter Butter ice cream mixed with yellow cake, KitKats® and white chocolate chips. While wish child Jack combined marshmallow ice cream mixed with OREO® cookies, chocolate chips and fudge to create the treat named for him.

Between 5 and 8 p.m., customers joining in the festivities at any store will receive a free serving (3oz) of either Emily or Jack’s Creation, while being encouraged to make a donation to this worthy cause. Donations that night and all month long will benefit the local chapter of the Make-A-Wish Foundation, an organization that grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy.

To find out more about the World’s Largest Ice Cream Social and the family-fun activities taking place at the Cold Stone nearest you, please contact Jeannette Tarcha at 206.623.5338.

WHO: Anyone with a love for ice cream and a heart for children can join the celebration.

WHERE: At Cold Stone Creamery locations throughout our four-state territory. For the store location nearest you, please visit www.coldstonecreamery.com.

WHEN: **Thursday, September 25, 2008 from 5 - 8 p.m.**

MEDIA OPPORTUNITIES:

- Interview a Cold Stone Creamery representative
- Capture visuals of communities coming together for wholesome fun in a family-friendly atmosphere

CONTACT: Jeannette Tarcha, Communications Manager
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