



July 2011

For immediate release: EVENT DATE – FRIDAY, JULY 8

For further information contact:

Sally Bonneau, BPS Marketing, Inc., Indianapolis, 317.846.8965 (office), 317.965.5566 (cell)

Celebrity Scoopers set to serve up sundaes during Friday’s Ice Cream Social on the Circle

INDIANAPOLIS – An array of local personalities representing sports, business and media are flexing their wrists and perfecting their scooping techniques in preparation for Friday’s 22nd annual Ice Cream Social on the Circle.

The annual salute to the nation’s favorite summertime treat is sponsored by the American Dairy Association of Indiana. The event takes place from 11 am to 2 pm on the southeast quadrant of Monument Circle, in front of IPL, Hilbert Circle Theatre and the Circle Tower.

Gigantic sundaes made from Edy’s Slow Churned Light Ice Cream will be served up for \$3 each. This year’s beneficiary is the Diabetes Youth Foundation of Indiana, an organization that provides education and support to young people with Type 1 Diabetes. In recognition of the beneficiary, toppings selections will include Smucker’s SugarFree Chocolate and Caramel Syrups in addition to all the usual favorites, topped off by Prairie Farms’ real whipped cream.

Celebrity Scoopers run the gamut - from Butler Men’s Basketball star **Matt Howard**, to Country Music DJ Hall of Famer **JD Cannon**, to **Tony Hoard** of *America’s Got Talent* fame, to Indy firefighter **Greg Hess** who is leading the initiative to establish the local 9/11 Memorial.

The Celebrity Scooper schedule is:

Tent #1

11a to 11:30a	“Macho Mike” Sullivan , Indy Indians “YMCA” fame
11:30a to 12n	Cindy Hoye , Indiana State Fair executive director
12n to 12:30p	Bill Remeika , Fox 59 Morning News
12:30p to 1p	Commander Karen Arnet , IMPD
1p to 1:30p	Lou Harry , Indianapolis Business Journal

Tent #2

11a to 11:30a
11:30a to 12:30p
12:30p to 1p
1p to 1:30p
1:30p to 2p

Nikki, WZPL
JD Cannon, Country Music DJ Hall of Fame
Andy Klotz, Indiana State Fair spokesperson
Chris Pisano, Good Morning Indiana, RTV6
Abdul, WXNT

Tent #3

11a to 11:30a
11:30a to 12n
12n to 12:30p
12:30p to 1p
1p to 2p

Dave Russell, Brownfield Ag Network
Donald Davidson, Indianapolis Motor Speedway historian
First Sgt. Dave Bursten, Indiana State Police
Greg Rakestraw, HomeTown Sports & News
Michael Pointer, The Indianapolis Star sports reporter

Tent #4

11a to 11:30a
11:30a to 12n
12n to 12:30p
12:30p to 1p
1p to 1:30p
1:30p to 2p

Gary Truitt, Hoosier Ag Today
Dillon Welch, USAC National Midget Series Driver
Jason Spells, RTV6 Sports reporter
Cathy Kightlinger, The Indianapolis Star columnist
Chikage Windler, WTHR/13 weathercaster
Scott Wise, Scotty's Brewhouse proprietor

Tent #5

11a to 11:30a
11:30a to 12n

12n to 12:30p

12:30p to 1p
1p to 1:30p

1:30p to 2p

Pat Carlini, My107.9 FM
Jarrod Krisiloff, Indianapolis Motor Speedway Director of Corporate Development
Brig. Gen. J. Stewart Goodwin, Indiana War Memorials Commission
Zuri Hall, The Face of MyNDY-TV
Greg Hess, Indianapolis firefighter & Indy 9/11 Memorial leader
Matt Howard, former Butler U Men's Basketball standout

Tent #6

11a to 11:30a
11:30a to 12n

12n to 12:30p
12:30p to 1p
1p to 1:30p

Grace Trahan, Good Morning Indiana, RTV6
Jesika Gunter, Indianapolis Motor Speedway Manager of Event Marketing
Boomer, Indiana Pacers
Tony Hoard, NBC-TV's *America's Got Talent* semi-finalist
Sherman Burdette, Fox 59 Morning News

Mascot appearances confirmed include:

- **Buttercup**, American Dairy Association of Indiana, 11a to 2p
- **McGruff**, IMPD, 11a to 12:30p
- **Bennie the Bean**, Corn/Soybean Council, 11a to 2p
- **Big E-Foot**, Indiana Ice, 11-11:45a
- **Trooper Teddy**, Indiana State Police, 12n to 12:30p
- **Boomer**, Indiana Pacers, 12n to 1p
- **Rowdie**, Indianapolis Indians, 12n to 1p
- **Maxwell**, Indianapolis Animal Care & Control, 12n to 1:30p.

Other activities during the Ice Cream Social include games and prizes at the Pacers Fan Van, face painting, music, and the appearance of Molly the Cow and her calves – *real live cows!* – from Purdue Dairy Sciences in West Lafayette.

For more information about the 22nd annual Ice Cream Social on the Circle, log on at www.winnersdrinkmilk.com or call 317.842.7955.