

June 2009

For immediate release

EVENT DATE: Friday, July 10

For further information contact:

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**20th annual American Dairy Association Ice Cream Social
to benefit Marlin Jackson's Fight for Life Foundation**

INDIANAPOLIS – Join the American Dairy Association of Indiana as they “Scream for Ice Cream” in honor of National Ice Cream Month at the 20th annual Ice Cream Social on the Circle.

Huge chocolate, strawberry, caramel, and fudge sundaes are on the menu on Friday, July 11, from 11 am to 2 pm, on the northwest quadrant of Monument Circle in Downtown Indianapolis.

For \$3, ice cream lovers can indulge their taste buds on sundaes made from delicious Edy's Slow Churned Light Ice Cream drizzled with Smuckers ice cream syrups, sprinkled with an array of toppings and crowned with a gigantic dollop of whipped cream. All monies raised through the sale of sundaes and event merchandise will benefit Marlin Jackson's Fight For Life Foundation, a local organization making an impact in the lives of underprivileged youth by focusing on programming in the areas of education and wellness. The Foundation is dedicated to enlightening children on how to overcome the peer pressures of poverty by encouraging positive behaviors in an effort to reach their dreams and goals.

Included among merchandise available will be a limited number of commemorative Ice Cream Social aprons autographed by Marlin Jackson.

Always a crowd favorite is our Celebrity Scoopers! Each scooper will help prepare sundaes from six serving tents positioned around the northwest quadrant of the Circle. Be on the lookout for more information on celebrities, times and tents of your favorite Indianapolis celebrity!

Clowns will entertain with games, face painting and balloon animals. Other attractions scheduled include the Indiana Pacers interactive Fan Van, Molly the Cow and calf from Purdue University Dairy Sciences (yes – real, live cows!!).

Mascots from the Indianapolis area will make appearances throughout the day. Guests will enjoy meeting Indiana Pacers' Boomer and Bowser, Maxwell from Indianapolis Animal Care & Control, the Indianapolis Indians Rowdie, CoCo from Caribbean Cove, the Butler Bulldog, and of course our beloved Buttercup from the American Dairy Association.

Personalities from Entercom Indianapolis radio stations WZPL 99.5 FM, 107.9 The Track, and WXNT/News-Talk 1430 AM will also be onsite to entertain the crowds.

For more information about the **Ice Cream Social on the Circle**, call the American Dairy Association at 317/842.7955.