



MEDIA ALERT – PHOTO/VIDEO OPPORTUNITIES AVAILABLE

CAMP BOGGY CREEK TO PARTNER WITH BEN AND JERRY'S®
Local Orlando locations will host in-store donation event on National Ice Cream Day

WHAT: For National Ice Cream Day, June 17th, two local Ben and Jerry's shops will partner with Camp Boggy Creek to raise donations and awareness for Camp.

Camp Boggy Creek offers children and families with serious illnesses a free and safe camp-environment to get away and have fun. All day long on the 17th, Ben and Jerry's stores at the I-Drive 360 and The Loop locations will be accepting donations for Camp Boggy Creek. Camp employees will also be on site to answer any questions from 1 to 5 pm.

As part of this partnership, Ben and Jerry's employees will be coming to Camp this summer to scoop ice cream for the children and staff.

Throughout 2016, Camp Boggy Creek is celebrating its 20th anniversary and *The Joy of Yes*. The camp opened two decades ago as a place where kids, who too often hear the word no because of their medical conditions, finally get to experience the joy of hearing people say yes to the many transformational experiences at Camp.

***Media are invited for photo/video opportunities.**

WHO: Camp Boggy Creek leadership, as well as Ben and Jerry's staff.

WHEN: Sunday, June 17
During store hours

WHERE: Ben and Jerry's The Loop
3234 N. John Young Parkway
Kissimmee, FL 34741
Store hours: 11 am – 10 pm

Ben and Jerry's I-Drive 360
8457 International Drive
Orlando, FL 32819

Store hours: 11 am – 11 pm

ABOUT:

Camp Boggy Creek

Camp Boggy Creek is a year-round medical camp for children with serious illnesses. Co-founded by actor/philanthropist Paul Newman and General H. Norman Schwarzkopf, the camp offers week-long summer sessions and family retreat weekends at no charge to the children or families. Located in Eustis, Florida, the 232-acre nonprofit serves children ages 7–16 that have been diagnosed with chronic or life-threatening conditions. The camp is entirely funded by generous donations from individuals, corporations, foundations and healthcare partners. Camp Boggy Creek is a proud member of SeriousFun Children's Network. Learn more by visiting campboggycreek.org

Ben and Jerry's

As a social justice company, Ben & Jerry's believes in a greater calling than simply making a profit. Ben & Jerry's incorporates Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. The company produces a wide variety of super-premium ice cream, non-dairy frozen dessert, yogurt and sorbet using high-quality, responsibly sourced ingredients. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community and became a certified B Corp (Benefit Corporation) in 2012. Ben & Jerry's products are distributed in over 35 countries in retail, franchised Ben & Jerry's Scoop Shops, restaurants and other venues. The Ben & Jerry's Foundation's employee-led grant programs totaled \$2.4MM in 2015 to support efforts to improve social and environmental justice throughout the United States. For the inside scoop on Ben & Jerry's visit www.benjerry.com.

MEDIA

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