



FOR IMMEDIATE RELEASE

**LOCAL CELEBRITIES SCOOP ICE CREAM FOR CHARITY ON
BEN & JERRY'S 33rd ANNUAL "FREE CONE DAY" APRIL 12**

Two Valley Ben & Jerry's locations offer free ice cream to benefit local youth

Las Vegas, NV, March 23, 2011 – Ben & Jerry's, the company that broke the mold for businesses demonstrating you could make a profit while giving back to the community, will commemorate its 33rd Annual "Free Cone Day" at Ben & Jerry's Scoop Shops at the District at Green Valley Ranch and inside Sunset Station Hotel & Casino. The Scoop Shops enlist the help of some of the city's best entertainers who will scoop to benefit the Nevada Community Learning Centers and St. Jude's Ranch for Children. All small cones are FREE with no purchase necessary, but patrons are encouraged to make a donation to the store's respective charity partner.

Special celebrity guests will roll up their sleeves and dig in at the Scoop Shops and work to help raise money by scooping ice cream throughout the day on Tuesday, April 12 from Noon to 8 p.m. The celebrity line up for each location will be announced shortly.

"Free Cone Day" was originally launched to thank the community for their loyalty to Ben & Jerry's and to congratulate the staff on the company's first anniversary. It was such a huge success; it is now a tradition that is celebrated worldwide each year. "Free Cone Day" at Ben & Jerry's will happen across the globe and all proceeds are donated to local charities. This year, Ben & Jerry's Scoop Shops anticipate giving away more than two million free ice cream cones nationally. While the full flavor line-up is up for grabs on "Free Cone Day" featuring "legend-dairy" palette pleasers like Chunky Monkey, Cherry Garcia and Chocolate Chip Cookie Dough, Ben & Jerry's will debut its newest offerings as part of the celebration:

Stephen Colbert's AmeriCone Dream™ (K) – Vanilla ice cream with fudge covered waffle cone pieces and a caramel swirl.

Jimmy Kimmel's Late Night Snack™ (K) – Fair trade Vanilla ice cream with a salty caramel swirl and chocolate covered potato chip clusters.

Clusterfluff™ (K) – Peanut butter ice cream with caramel cluster pieces, marshmallow swirls and peanut buttery swirls.

The District at Green Valley Ranch is located next to the Green Valley Ranch Casino on I-215 and Green Valley Parkway. Ben & Jerry's is located across from Panera Bread. For more information, please contact 437-3300.

Sunset Station Hotel & Casino is located at 1301 W. Sunset Road, and Ben & Jerry's is located inside the Food Court. For more information, please contact Ben & Jerry's at 435-1010.

ABOUT THE CHARITIES

The Nevada Community Learning Centers' (formerly Classroom on Wheels) mission is to provide preschool children and their families with free quality educational services to empower them to succeed in life. Throughout the years, the success of the COW program has grown tremendously. As a result, the

parent organization name has been changed to Nevada Community Learning Centers and the preschool program renamed Three Key Years Preschool Program, while remaining dedicated to providing educational services to economically disadvantaged preschool children and their families. For more information, please call 870-7201.

St. Jude's Ranch for Children, located in Boulder City, serves all abandoned and neglected children and families, creating new chances, new choices and new hope in a safe, homelike environment while working to break the vicious cycle of child abuse and provide help and hope to children and families. For more information, please call 294-7100 or visit www.stjudesranch.org.

ABOUT BEN & JERRY'S

Ben & Jerry's produces a wide variety of super-premium ice cream and ice cream novelties, using high-quality ingredients including milk and cream from family farmers who do not treat their cows with the synthetic hormone rBGH. The company states its position on rBGH on its labels. Ben & Jerry's products are distributed nationwide and in selected foreign countries in supermarkets, grocery stores, convenience stores, franchise Ben & Jerry's Scoop Shops, restaurants and other venues. 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. Contributions made via the employee led Ben & Jerry's Foundation in 2008 totaled over \$1.7 million. Additionally, the company makes significant product donations to community groups and nonprofits both in Vermont and across the nation. The purpose of Ben & Jerry's philanthropy is to support the founding values of the company: economic and social justice, environmental restoration and peace through understanding, and to support our Vermont communities. Ben & Jerry's inside Sunset Station Hotel & Casino and the District at Green Valley Ranch are owned and operated by Las Vegas native Georges Maalouf. A current Henderson resident, Maalouf has been a longtime supporter of local charitable organizations. For the full scoop on all Ben & Jerry's Scoop Shop locations and fabulous flavors, visit www.benjerrys.com.

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For security clearance if you plan on having a camera crew or photographer present, please RSVP to Hillary Smoot at 310-367-9056 or hillary@hs-communications.com.

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