

## FOR IMMEDIATE RELEASE:

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### **Cold Stone Creamery dips into profits to help local homeless children**

*Percentage of sales from "Cones for Kids" days will be donated to Birthday Blessings*

**(Charlotte, NC, August 13, 2009)** – Starting August 19 through September 30, every Wednesday is "Cones for Kids" day at four Charlotte-area locations of Cold Stone Creamery. The entire community is invited to stop by and cool off with a delicious ice cream treat while helping support local non-profit Birthday Blessings.

Festivities to kick-off this Birthday Blessings-Cold Stone Creamery partnership will be next Wednesday afternoon, August 19; between 12-4 p.m. all four locations listed below.

Following the August 19 kick-off day, "Cones for Kids" will continue every Wednesday through September 30 as follows:

Rivergate	4-8 p.m.	14126 Rivergate Parkway	704-583-3828
Blakeney	4-8 p.m.	9820 Rea Road	704-341-0100
University	4-8 p.m.	2700 West Mallard Creek Church Road	704-548-9650
EpiCentre	4-8 p.m.	210 East Trade Street	704-971-2096

Says Cold Stone Creamery-Rivergate owner, Michael Rife: "It's better to give than to receive. It's important to us that we give back to our community in positive and rewarding ways. Giving our time, talents, and resources is just as important to us as making the world's best ice cream."

In addition to giving a percentage of their "Cones for Kids" proceeds to Birthday Blessings, participating Cold Stone Creamery locations will also offer donated cakes for Birthday Blessings parties. Homeless children at the Salvation Army Center of Hope will enjoy a tasty Cold Stone Creamery cake at a Birthday Blessings celebration this month.

Customers will also have an opportunity to participate in the festivities by helping decorate the stores with colorful donation cards. For just \$1, kids of all ages can show their support and help Birthday Blessings continue its mission of bringing joy and support to local homeless children.

"With the economic downturn and rise in homelessness, our organization is supporting more children than ever. Many homeless kids as old as eight years have never experienced the simple childhood joy of celebrating their birthdays, like blowing out candles on a cake for the first time," says Amy Cervantes, volunteer executive director and co-founder. "During a time when life is difficult and uncertain for these children, our celebrations create much-needed cheer and recognition. This generous support from Cold Stone Creamery will help Birthday Blessings continue to achieve its mission and goals."

Birthday Blessings was founded in 2005 by Mint Hill couple Amy and John Cervantes. The organization currently serves seven area homeless facilities in Mecklenburg and Union

counties, as well as homeless elementary students throughout Charlotte-Mecklenburg Schools. Birthday Blessings operates three programs: Shelter Parties (birthday celebrations at local housing facilities); Classroom Parties (birthday snack bags and treats provided anonymously for homeless elementary students); and Blessing Baskets (baby-care essentials and gifts to welcome the arrival of homeless babies.)

To date, Birthday Blessings has provided birthday parties for more than 700 local homeless children, celebrating with thousands of needy youth across the greater Charlotte area. The organization continues to expand locally and will begin serving York County, South Carolina, this fall. In addition, Birthday Blessings recently launched a national expansion, with its first affiliate chapter now operating in northeast Indiana. Several more chapters are planned for multiple cities across the country.

For a listing of all Cold Stone Creamery locations, please visit [www.coldstonecreamery.com](http://www.coldstonecreamery.com).

To learn more about Birthday Blessings, go to [www.birthdayblessings.org](http://www.birthdayblessings.org).

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