

# Sundae Celebration At Mall Nets Super Response

PHILADELPHIA—It was the perfect setting for it to happen. It was July 1, only three days before the heralded 200th Anniversary of the signing of the U.S. Constitution. Located just one block from Independence Hall on the mall across from the Liberty Bell. And it was hot, nearly 90 degrees with the humidity hanging in the air like it can only do in Philadelphia. It was the perfect place to take an ice cream celebration to the people. And that's exactly what the Middle Atlantic Milk Marketing Area did with the help of 11 area ice cream manufacturers and an army of local dairy promotion committee members.

Billed as, "Every Day Is Sundae," the event was promoted in newspapers, on television and radio, and it drew a huge crowd throughout the day, as it ran from 11 a.m. to 3 p.m. There were also quite a few people who came that had not heard about the event through the media, but who happened to be in Philadelphia's historic district sightseeing. The event received good media pick-up as film crews from area television stations taped the celebration.

An unexpected surprise came, when Video Disc Jockey, Kevin Seales, and a film crew from MTV stopped by. They were at Independence Hall filming a segment for their July 4 rock video show and saw the ice cream celebration. Seales interviewed Pennsylvania State Dairy Princess Pam Kindig and Ben Franklin, the colonial character. Segments from the celebration appeared on MTV on Saturday, July 4.

The crowd was even larger and hungrier than expected, and quite a few of the ice cream manufacturers had to go back to their plants and pick up more ice cream.

Each ice cream manufacturer set up their own booth to give away samples of their product. The booths lined the fountain area of Independence Mall. Participating manufacturers were: Bassett's Ice Cream, Gold Bond Ice Cream, Haagen-Dazs, Jack and Jill Ice Cream, Kraft Dairy Group (Breyer's), Lehigh Valley Farms, Penn Dairies (Pennsupreme), Richman's Ice Cream, Rosenberger's Dairy, Turkey Hill and Ben and Jerry's.

At noon time the Phillie Phanatic released over 2000 balloons containing discount coupons for ice cream. Following the balloon release, the local promotion committee members built a giant sundae from three gallon containers of vanilla ice cream donated by the participating manufacturers. When the sundae was complete, Kindig and the Phillie Phanatic topped it off with a giant cherry. The crowd formed around barriers to watch the spectacle and lined up to get a serving. Working quickly, the local committee members served the entire 126 gallons of ice cream, 25 pounds of nuts, and 12 gallons of syrup within 40 minutes.

Dairy princesses surveyed members of the crowd to get information on their preference for ice cream, and ask them how they were enjoying the event. Each person surveyed got a free ice cream scoop and the chance to win a year's supply of Haagen-Dazs Ice Cream or a Summer Survival Kit from Jack and Jill Ice Cream. Over 1,000 surveys were taken during the day.



With the crowd looking on, the Phillie Phanatic prepares to release over 2,000 balloons containing discount coupons for ice cream at Every Day Is Sundae. The super sundae event took place at Independence Mall in Philadelphia on July 1 to kick off National Ice Cream Month.

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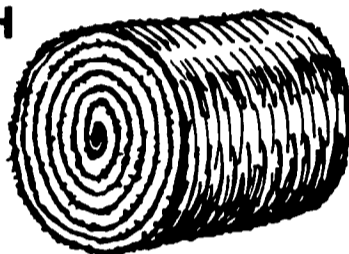
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