

Philadelphians Cool Off At Ice Cream Extravaganza

BY LOU ANN GOOD
PHILADELPHIA (Schuylkill Co.) — Although temperatures soared into the 90s, Philadelphians cooled off during the free ice cream extravaganza held at Independence Mall on June 21.

With colorful balloons waving, music blaring, and Bobo the clown and the Phillie Phanatic flitting through the crowd, the carnival-like atmosphere featured something for everyone.

An estimated 10 to 15 thousand participants consumed approximately 400 gallons of ice cream and 11,150 ice cream novelties. Games, prizes and entertainment encouraged crowd participation. A local radio station broadcast the extravaganza live and did on the spot interviews.

While enjoying their ice cream, the crowd viewed the 2,000 pound Turkey Hill Cow, Breyers' hot air balloon, and a live calf and cow.

Many helped hand crank homemade ice cream and accepted the free literature promoting dairy products.

The super sundae obstacle course was a timed race that began with the creation of a super sundae by one of the two waiter/waitress

team members. This creation is passed to the second team member who is dressed with a pair of swimming goggles, a beach hat and a beach ball tucked under one arm. The runner weaves throughout a maze of curves, innertube tangles, lawnchair loops and baby pool plunge. The stop watch stops when the team yells, "Everyday is sundae."

The third annual extravaganza was sponsored by MAMMA. Ice Cream vendors who donated their products included: Bassetts, Ben and Jerry's, Chambord, Friendly's, Green's Dairies, Haagen-Dazs, Harbisson's, Jack and Jill, Kraft Dairy Group, Richman, and Turkey Hill.

Philadelphia is chosen for the event since it's a large city in the mid Atlantic region. According to a MAMMA spokesperson, the annual event is a good time to introduce new flavors and promote vendors.

The event was held to benefit the Read Together Coalition, a group of Philadelphia agencies that promote literacy. MAMMA donated 300 T-shirts to the coalition to sell during the event.



Tammy Balthaser, alternate state dairy princess, joined other dairy princesses from across the state to scoop out 400 gallons of ice cream to the crowd.



Kids of all ages enjoyed the limitless, free ice cream.



Bobo the clown handed out free balloons.



With hugs and kisses, the Phillie Phanatic wandered throughout the squealing crowd.



On the spot interviews were conducted by KYW. Here newscasters interview Kim Bonzo, PA Dairy Princess, (center).



The "super sundae obstacle course" required speed and agility and brought lots of laughter from participants and the crowd.