



Media Advisory

Gifford's Ice Cream Announces Weeklong Events and Offerings to Celebrate 30th Anniversary

Birthday festivities planned June 20-25 at Gifford's five company-owned stands

WHAT: Gifford's Ice Cream, Maine's award-winning ice cream company with more than 140 years in the dairy industry, is celebrating the 30th anniversary of its ice cream stands. Brothers John and Roger Gifford opened the first stand in Skowhegan in 1980 and have since opened four additional stands throughout Maine. Family-friendly activities to mark the anniversary and honor loyal fans are planned at each of the five stands.

During the anniversary week, Gifford's also will be offering 30th anniversary "Business Packages" at each stand. Those who act fast can sign up for this limited edition to-go treat perfect for office parties. The package, which features three quarts of Gifford's Ice Cream, two 12-ounce containers of selected toppings, plus nuts, spoons and bowls, serves eight people and is wrapped up and ready to go for just \$12. Business Package quantities are limited, and orders are due by 5 p.m. on June 24. Forms are available at all five stands while supplies last.

WHEN: June 20-25

WHERE: Special activities are planned at each of Gifford's five stands (All stands open at 11 a.m. with the exception of Auburn, which opens at noon):

- Skowhegan - 307 Madison Avenue, along Route 201
- Farmington - 293 Main Street, just off Route 2
- Bangor - 1109 Broadway, along City Route 6
- Waterville - 170 Silver Street
- Auburn - 910 Minot Avenue

DETAILS:

Sunday, June 20

- Dad's golf for free on Father's Day at the Skowhegan and Waterville mini golf courses.
- All stands will be hosting Gifford's Coloring Contests for children in two age groups: six and under and 7-14. Pick up coloring pages throughout the week (while supplies last), and return completed works of art by June 24. Winners in each age group will receive two free small cones and two mini golf passes. Winners will be announced June 25.

Monday, June 21

- State O' Maine Frappe Day at all stands. Gifford's State O' Maine Frappe is ½ Frappe and ½ Sundae, and Gifford's customers who purchase one on Monday will receive a double punch on their Gifford's Frequent Frappe card.

Tuesday, June 22

- Gifford's will be premiering its new line of "Best on Earth" T-shirts. On Tuesday, buy one T-shirt and get one free.

Wednesday, June 23

- Enjoy a cool 30 percent discount on all menu items at all five Gifford's stands (not valid on pre-packaged products, or T-shirts).
- Guests at the Skowhegan stand will celebrate the big day with a free cupcake with purchase while supplies last.

Thursday, June 24:

- Buy a "Gifford's Special" (a Banana split in our quart container--perfect for sharing) and get one free T-shirt.
- Coloring Contest pages are due by end of business day.

Friday, June 25:

- Winners of coloring contests will be selected and notified.
- Business packages will be ready for pick up.

About Gifford's Ice Cream:

Gifford's Ice Cream sources its fresh cream and milk exclusively from independent family farms in Maine, and relies on antique 1940s Cherry Burrell freezers coupled with a state-of-the-art freezing system to achieve its award-winning, creamy texture and fresh-churned consistency. The multi-generation, family-owned company uses only the finest ingredients, from nuts, berries, and fresh fruits to premium chocolate, imported vanilla extract and pure, all-natural Maine maple syrup. Gifford's has earned numerous international and national "First Place" and "World's Best" awards for its premium ice cream and sherbet and continues to expand its distribution and offerings.

Available throughout northern New England at Hannaford locations, Shaw's Supermarkets, and Roche Bros. locations, Gifford's Ice Cream also is offered in several hundred ice cream stands throughout New England, New York and New Jersey, and is served at a growing number of high-profile account locations, including Rutgers University, Pelletiers Family Loggers Restaurant in Millinocket, Maine, and the University of Connecticut.

To schedule an interview with Lindsay Gifford, Gifford's Ice Cream VP of Sales, contact Ann Ewing at Ph: 207.699.5500 or ann@frontburnerpr.com.