Taylor Washington

March 2, 2014

Email/Phone/Twitter Pitch

Spring 2014

Ben & Jerry’s Pitch

**Email:**

Subject line: Come Get the Scoop at Ben & Jerry’s Free Cone Day on the Hill

Body:

Join Ben & Jerry’s at the first annual Global Free Scoop Day on the Hill on March 8, 2014 in Rock Creek Park from 12 p.m. to 5 p.m.. We invite you to come and get the scoop on our new core flavors as well as a free scoop of each flavor while supply lasts. We ask that you use your attendance as an opportunity to give media coverage of our event and new core flavors. Free Cone Day on the Hill will include free pints of our new Core flavors, ice cream eating contests, sundae sculpting, live music, games, and more.

Each core ice cream comes with a different core ingredient surrounded by ice cream. The flavors include Hazed & Confused, Peanut Butter Fudge, Salted Caramel, and That’s My Jam.

For more information on the event and new core flavors visit [www.benjerry.com](http://www.benjerry.com) or contact me directly at (214)-335-7052.

Taylor Washington

Shirley Barr PR

TaylorWashington@Shirleybarr.com

**Phone:**

Good Afternoon! My name is Taylor Washington, the account manager at Shirley Barr Public Relations for Ben & Jerry’s ice cream company. I am contacting you in order to formally invite you to join Ben & Jerry’s for Free Cone Day on the Hill at Rock Creek Park on March 8, 2014 from 12 p.m. to 5 p.m. We would love for you to come out and cover our event as well as enjoy, partake in some activities, and enjoy a free pint of each of our four new core flavors: That’s My Jam, Peanut Butter Fudge, Salted Caramel, and Hazed & Confused. I will follow up via email with further details in regards to our event. Thank you for your time and we hope you’ll come get the scoop at a Ben & Jerry’s near you this Wednesday!

**Twitter:**

Join us on 3/8 at Rock Creek Park for our Free Cone Day on the Hill from 12p to 5p as we introduce our new core flavors!

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