

FOR IMMEDIATE RELEASE

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Junior League of Oakland-East Bay Inc. Teams with Dreyer's Grand Ice Cream's College Avenue Parlor During National Volunteer Week (April 19-25, 2009)

*"Junior Scoop" to Benefit League's Community Programs
Empowering Underserved Women and Children*

(Lafayette, California – April 2, 2009) – Here's the scoop! In celebration of National Volunteer Week and nearly 75 years of community service, the Junior League of Oakland-East Bay, Inc. (www.jloeb.org) is teaming up with Dreyer's Grand Ice Cream in Oakland. Through the partnership, Dreyer's College Avenue Parlor will sell a "Junior Scoop" size cone (\$1.50) with proceeds (\$.75 from each cone) benefitting the League's community programs focused on bettering the lives of underserved women and children in Alameda and Contra Costa Counties. The promotion begins Sunday, April 19 and runs through Saturday, April 25, and will culminate with several Junior League (JLOEB) past presidents serving up cones, sundaes and milkshakes at the popular Oakland parlor. On April 25th, ice cream fans will also have the opportunity to purchase \$.75 cent raffle tickets for a chance to win a prize of 75 scoops of ice cream in celebration of the League's upcoming anniversary.

"Like Dreyer's, the Junior League started in Oakland and we've worked tirelessly for the past seven decades to impact the lives of women and children throughout the Bay Area," said Laura Lamison, president-elect, JLOEB. "It's incredible when something as simple as a scoop of ice cream can make an impact. We are hopeful that endeavors like the Junior Scoop become a catalyst for more community involvement and action for years to come."

"The ice cream parlor is an important part of Dreyer's ongoing legacy. Since its grand opening in Oakland in 1928, Dreyer's has always been a company that cares about consumers, and effecting change in the neighborhood," said Elizabeth Armstrong, general manager, Dreyer's Ice Cream Parlor. "We are thrilled to partner with the Junior League – an amazing group of women who are steadfast in their focus on bettering the community through volunteer work, as well as building programs that live on beyond the League itself."

Dreyer's Grand Ice Cream College Avenue Parlor: 5925 College Avenue, Oakland, California
Hours: Sun-Thurs: Noon to 9pm; Fri & Sat: Noon to 10pm

JLOEB - Women Building Better Communities

Founded in 1935, the Junior League of Oakland-East Bay, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The JLOEB offers women the opportunity to implement change in the community in three major ways: projects, grants, and outreach. Its purpose is exclusively educational and charitable. To learn more, support League projects and/or become a member, please visit <http://www.jloeb.org>.

About Dreyer's Grand Ice Cream

Dreyer's Grand Ice Cream, Inc., markets, manufactures and distributes a full spectrum of ice cream and frozen snacks. Brands of frozen snacks currently manufactured or distributed by Dreyer's in the United States include Grand, *Slow Churned*[®], *Dibs*[®], *Häagen-Dazs*[®], *Nestlé*[®] *Drumstick*[®], *Nestlé*[®] *Crunch*[®], *Nestlé*[®] *Butterfinger*[®], *Nestlé*[®] *Toll House*[®], *Nestlé*[®] *Push-Up*[®], *Frosty Paws*[®], *Eskimo Pie*[®], Loaded, MAXX, Fruit Bars and *The Skinny Cow*[®]. The company's premium products are marketed under the *Dreyer's* brand name throughout the Western states and Texas, and under the *Edy's*[®] brand name throughout the remainder of the United States. Internationally, the *Dreyer's* brand extends to select markets in the Far East and the *Edy's* brand extends to the Caribbean and South America. For more information on the company, please visit www.dreyersinc.com.

In the U.S. the Häagen-Dazs trademark is sub-licensed to Dreyer's by Nestlé.

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