



FOR IMMEDIATE RELEASE

Free Cone Day 2018 is coming!

Ben & Jerry's serves Fans Fun, Flavours, and Free Ice Cream

April 4, 2018 - Ben & Jerry's fans can mark April 10 on their calendars as the 2018 Ben & Jerry-est day of the year: Free Cone Day!

For the past 40 years, Ben & Jerry's has opened Scoop Shops for one day in April, to dish out free ice cream to fans, thanking them for being so uniquely awesome. The tradition has continued to grow, beginning in Vermont, and now spanning across the globe.

Kiwi Fans are invited to Ben & Jerry's Scoop Shops located in Auckland, Hamilton and Wellington* from 12pm-8pm on Tuesday April 10 to join in on the company's long-time tradition of thanking fans through delicious ice cream!

"Free Cone Day is a highlight of the Ben & Jerry's year, and we're stoked that we can bring it to even more Kiwis in 2018 with the recent opening of the Sylvia Park, Hamilton and Wellington Scoop Shops," says Kent Hildred, Ben & Jerry's Communications Manager ANZ. "We didn't want Wellington fans to miss out, so we decided to extend our pop-up Civic Square Scoop Shop especially for Free Cone Day."

Ben & Jerry's advocates for social causes like marriage equality and climate justice, and makes their ice cream in the best way possible, which includes sourcing Fairtrade and non-GMO ingredients all while continuing to deliver on the chunky and funky flavours fans have grown to love and expect. So the biggest question is, which flavour will you have on Free Cone Day?

Visit www.benjerry.co.nz to find Free Cone Day at a Scoop Shop near you

[ENDS]

***Store locations:**

Auckland

- **Ponsonby - 160 Ponsonby Rd**
- **Mount Wellington - Sylvia Park Shopping Centre**
- **Takapuna - Channel View Road**

Wellington

- **Civic Square pop-up Scoop Shop (65 Victoria St)**

Hamilton

- **Hoyts Te Awa Mall (The Base)**

About Ben & Jerry's

As an aspiring social justice company, Ben & Jerry's believes in a greater calling than simply making a profit for selling its goods. The company produces a wide variety of super-premium ice cream, non-dairy frozen dessert and sorbet using high-quality ingredients. Ben & Jerry's incorporates its vision of Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. In 2015 the company completed its transition to using entirely non-GMO (genetically modified organisms) ingredients by source as well as to fully source Fairtrade-certified ingredients wherever possible, which benefits farmers in developing countries.

The company was founded on the idea that business has not just the opportunity, but also the responsibility to give back to the community. Free Cone Day is a long standing tradition when it comes to benevolent acts, and as Jerry said, "If it's not fun, why do it?" The annual anniversary merges the two founding principles and demonstrates that giving back to the community is just as sweet as free ice cream.

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