

Taking Away The Blues...

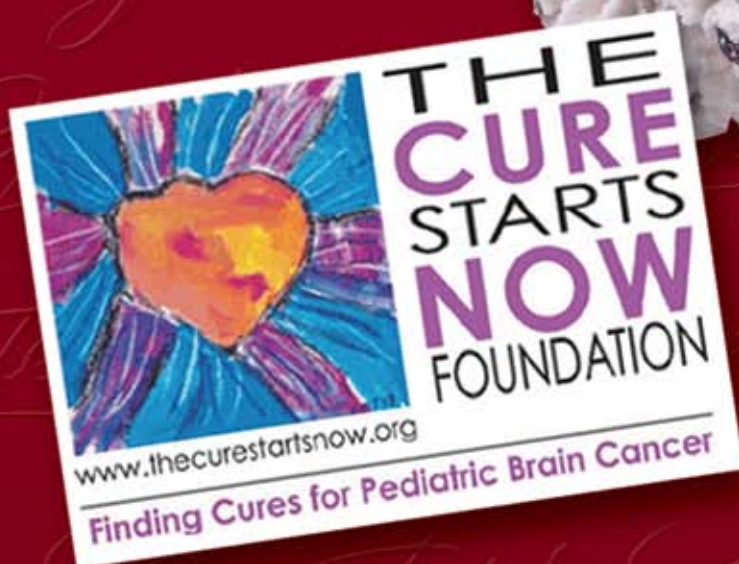
The Story of Elena's Blueberry Pie Ice Cream

Elena's Blueberry Pie ice cream was originally created by a loyal Graeter's customer to benefit The Cure Starts Now Foundation – a non-profit organization founded by the Desserich family of Cincinnati after losing their six-year-old daughter, Elena, to cancer in 2007. Its mission is to educate, aid and fund the research for a cure for pediatric brain cancer in the hopes of curing all cancers.

This irresistible flavor combination was offered for a limited time in the summer of 2008 and was so popular that it sold out in just two weeks. Now, the flavor is back as a permanent item on the Graeter's menu and a portion of its sales will continue to benefit The Cure Starts Now.

Graeter's is proud to partner with this wonderful organization and thrilled to offer customers a delicious way to support such a worthy cause.

Blueberry Pie ice cream is now available by the scoop and by the pint in Graeter's retail stores, as well as by the pint in select grocery stores, and through Graeter's mail order and Website.



WWW.THECURESTARTSNOW.ORG
WWW.GRAETERS.COM