

Media Advisory

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FOR IMMEDIATE RELEASE

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Working poor getting summer treat

Blue Bell bringing ice cream fun to Family Evening Meal

Phoenix — As triple digit temperatures dominate the month, it's a good time to stay indoors and enjoy a cold ice cream treat. Unfortunately, this is not an option everyone can afford.

For the Valley's working-poor families who depend of St. Vincent de Paul for a nutritious evening meal, avoiding the outdoors is not an option. Many of these families walk to the Family Evening Meal during the hottest part of the day for their only meal of the day. For these families, a daily meal is a necessity, and cold treats are a luxury.

On July 9, the working-poor families who battle the early-evening heat will have a cold treat waiting for them at St. Vincent de Paul. On this day, Blue Bell Ice Cream is bringing ice cream for the more than 300 guests who attend the Family Evening Meal.

Who: Blue Bell Ice Cream

What: Blue Bell donating and serving ice cream to more than 300 at Family Evening Meal

When: Wednesday, July 9, 2008 at 5 p.m.

Where: 420 W. Watkins Road, Phoenix

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The Society of St. Vincent de Paul is a non-profit organization, dedicated to serving the poor and providing others with the opportunity to serve. Programs include services for the homeless, medical/dental care for the working poor, five charity dining rooms, seven thrift stores, a transitional housing shelter and general assistance for individuals in need.