



MEDIA ADVISORY

Tuesday, October 4, 2011

PHOTO OPPROTUNITY

As part of the Scoop For Scoop program, Little Man Ice Cream will be donating \$6,000 dollars to be spent on beans and rice for a hungry village in Ayaviri, Peru. 20-30 Volunteers will gather at Little Man Ice Cream tonight to paint a mural that will be photographed and sent to Peru with the donation. Tonight's donation will make of **400,000 Scoops** that have been donated world-wide as part of Little Man Ice Cream's Scoop for Scoop program. (See: More Information below)

WHERE: Little Man Ice Cream

2620 16th Street, Denver. (Immediately west of Lola Restaurant)

*Denver's landmark ice cream shop, **Little Man Ice Cream**, a 28 ft. steel replica of an old-fashioned milk can located in the historic Highland neighborhood*

WHEN: TONIGHT, Tuesday, October 4, 2011

TIME: 6:00 pm (PHOTO to be taken at 6:30 pm)

INTERVIEW OPPORTUNITIES:

- DeDe Chism, Coordinator - Christian Life Movement
- Paul Tamburello, owner, Little Man Ice Cream
- Kristen Maldeis and Loren Martinez, General and Assistant Managers, Little Man Ice Cream

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MORE INFORMATION / HISTORY:

Little Man Ice Cream is making a \$6,000 donation to a hungry village in Ayaviri, Peru. This donation is going to aid in feeding over 2,000 people that reside in extreme poverty where necessities such as food, water, and shelter are scarce. Paul Tamburello, owner of Little Man Ice Cream, has empowered DeDe and Ken Chism, coordinators of the Christian Life Movement, with the \$6,000 to be spent on rice and beans during their medical mission to Peru. Tamburello is great friends with the Chism family and has been involved with working together on missions throughout the global community for over thirty years. Throughout this past summer, Little Man has matched every scoop of ice cream sold with a scoop of rice or beans to be sent to needing communities throughout the world. Since opening its doors in 2008, Little Man Ice Cream has donated over 400,000 scoops as part of the company Scoop for Scoop program. Little Man employees, neighborhood children, and members of the Christian Life Movement will be crafting a painting, "Love from Little Man" that will be sent along with the donation. Once the painting is finished, a group photo will be taken on the patio and enlarged to be sent to Peru as well. All participants will receive a FREE Little Dip!

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