



PRESS RELEASE

For more information, contact:

Ellen Schack
Cowabunga Ice Cream
(609) 971-3453
info@cowabungaicecream.com

COWABUNGA HOSTS "ICE CREAM PARTY" TO TURN DESSERTS INTO MEALS Percentage of Every Ice Cream Sale at Christian Chamber of Commerce Marketplace Expo To Benefit the Macy's Come Together Campaign

CHERRY HILL, NJ – October 15, 2009 – Cowabunga Ice Cream is serving up great homemade ice cream for a great cause at the Christian Chamber of Commerce Marketplace Expo (booth #402), taking place today at the Crowne Plaza Hotel in Cherry Hill, NJ. The Forked River, New Jersey-based company will donate 10% of every sale to the Macy's Come Together campaign to help raise 10 million meals for Feeding America and its network of food banks.

Ice cream lovers who are unable to attend the Marketplace Expo can also donate \$1 at the register at any Macy's store. Every \$1 donated equals 7 meals. The Food Bank of South Jersey will be the recipient of funds raised at the Cherry Hill and Deptford Mall Macy's stores.

"We have been incredibly blessed, and we feel this is a great way to give back to the community," said Ellen Schack, Owner of Cowabunga Ice Cream. "Normally, we don't recommend eating desserts before meals, but in this instance, it's OK."

Cowabunga also offers various programs throughout the year to help schools, churches, sports teams and families with their fundraising activities.

In addition to providing ice cream at the Expo, Cowabunga will also showcase its cakes, which can be ordered with custom flavors, and "Cow" pies, which are great alternatives to bringing the same old desserts to a party, family or holiday gathering.

About Cowabunga Ice Cream

Cowabunga Ice Cream was created to give the community a friendly place to gather and enjoy classic ice cream and healthy frozen desserts. Cowabunga strives to keep that summer laid back fun feeling all year

long. For more information about Cowabunga Ice Cream, visit www.cowabungaicecream.com or call (609) 971-3453. Cowabunga is located at Fieldcrest Commons, 44 Manchester Ave. in Forked River, NJ. Follow us on Twitter (cowabungaicecr), and join us on Facebook.

#