

MEDIA ADVISORY

August 25, 2021



The Great Ice Cream Sell Off Returns With Scoopz Ice Cream Parlour

Kamloops, BC: Similar to the return of school, the Scoopz Ice Cream Parlour’s Great Ice Cream Sell Off signals summer drawing to an end. The delicious fundraiser is back for a second consecutive year and proceeds will benefit The Mustard Seed Kamloops services and programs.

“For years, our family has loved heading to Scoopz on a hot summer evening. Even though we’ve been longstanding customers, we still haven’t tried all of their amazing flavours,” said Kelly Thomson, Managing Director of The Mustard Seed Kamloops. “Our team at The Mustard Seed is so thankful Adrienne Erlandson, Scoopz’s owner, and her family recognize the importance of the work we do in our community, and we deeply thank them for their support.”

From September 1 - 6 (or until supplies last), for every ice cream cone purchased at Scoopz Ice Cream Parlour (265 Lorne St), a portion of the proceeds will be donated to The Mustard Seed Kamloops. The Mustard Seed’s Thrift Store (342 Seymour St) will also be giving customers the opportunity to make a donation of \$2 and enter their name to win two, 1.4 Litre tubs of Foothills ice cream from Scoopz. The winner of the draw will be announced on Sept. 15 and will coordinate with Erlandson on the winning flavours.

This fundraiser will help provide nourishing meals and shelter to vulnerable neighbours in the community.

“I feel like it’s important to support local organizations like The Mustard Seed, especially these days,” said Erlandson. “We’re seeing a huge influx of those less fortunate needing our support and we’re grateful to be in a position where we can help!”

Scoopz Ice Cream Parlour features 48 mouth-watering flavours available on regular or waffle cones (gluten free cone options are available), or in assorted cup sizes. Scoop Ice Cream Parlour is open from 11 a.m. – 9 p.m. daily.

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About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence. TheSeed.ca

To set up an interview with The Mustard Seed Kamloops contact:

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