



## Press Release

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**FOR IMMEDIATE RELEASE**

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### **32<sup>ND</sup> ANNUAL FRIENDLY'S 'CONES FOR KIDS' CAMPAIGN TO BENEFIT EASTER SEALS GOODWILL INDUSTRIES**

**North Haven, CT, January 11, 2013** – Friendly's Ice Cream, LLC will launch its 32<sup>nd</sup> annual 'Cones for Kids' campaign. This fundraiser will run from January 14 – February 14, 2013 at the North Haven and Milford Friendly's restaurants.

For a \$1 donation, Friendly's provides restaurant guests with five Valentine's Day cards, redeemable for free Friendly's kids cones and a buy-one-get-one-free adult entrée certificate.

Funds raised will support the mission of Easter Seals Goodwill Industries: to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges. The programs of Easter Seals Goodwill Industries help individuals with challenges in their lives to overcome barriers such as gaining employment, becoming economically self-sufficient and gaining a sense of fulfillment and pride.

#### **Friendly's in North Haven**

**140 Universal Drive, North Haven, CT 06473**

**(203) 234-8528**

#### **Friendly's in Milford**

**1040 Boston Post Road, Milford, CT 06460**

**(203) 874-1575**

**ABOUT FRIENDLY'S CONES FOR KIDS CAMPAIGN:** Friendly's successful 'Cones for Kids' campaign is an annual tradition where guests and employees across the restaurant chain help change the lives of thousands of individuals with disabilities through their efforts. The campaign has raised more than \$27 million to date to benefit Easter Seals across the country.





# Easter Seals Goodwill Industries

...to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges

**ABOUT EASTER SEALS GOODWILL INDUSTRIES:** Easter Seals Goodwill Industries is a progressive, community-based organization committed to its mission to enhance employment, educational, social and recreational opportunities for people with disabilities and other challenges in the greater New Haven area.



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