

# The Ice Cream Social—Revived As The Ice Cream Block Party

(NAPSA)—The ice cream social is no longer just a sweet memory of the past. It has been revived in a new form with a new name—the ice cream block party.

Here's the scoop. The trend has been helped by a national contest that hosts 1,500 parties annually for 150,000 neighbors across America with free, old-fashioned ice cream socials. The fun and the ice cream is being dished out by Dreyer's/Edy's. Since the debut of what is called the Slow Churned Neighborhood Salute, the program will have reached 450,000 residents in 4,500 neighborhoods by the end of the year.

Here are some of the comments Dreyer's/Edy's has received from previous winners:

- “We are all so busy we usually only briefly speak or wave to each other. This was an opportunity to sit and chat for a while. In almost 40 years of living near each other, I don't recall ever having a party for the neighborhood before now.”—Ruby Harris, Biloxi, Miss.

- “The director of activities from The Village at Sherman Oaks said it was the first time he had seen so many people in the lobby on a Sunday afternoon. And even more unusual was that they were ALL smiling!”—Carol Karp, Thousand Oaks, Calif.

- “Our neighbors are the best, because you can count on them in times of trouble or if you just want to talk and share something. We feel very lucky in these sometimes scary times that we have such a great place to live. I thank all of our wonderful neighbors for being so caring.”—Karen Friebolin, South Whitehall Township, Pa.

- “After four years, our family was leaving Ft. Huachuca for MacDill Air Force Base. This was a great opportunity to say farewell to our many neighbors and welcome new families.”—Victoria Glynn, MacDill AFB, Fla.



## Sweet Idea—Ice cream socials are a great way to break the ice.

This year, ice cream fans can visit [IceCream.com](http://IceCream.com) for a chance to scoop up enough ice cream and fixings (scoops, invitations, name-tags and more) to host a block party for up to 100 neighbors this summer.

Meanwhile, here's a recipe that can either be made ahead of time before the block party or used as an activity for kids to do while at the gathering:



## Friendly Idea—Serving “Peanut Buddies” is a great way to make friends.

### Peanut Buddies

Makes 1 serving

**Make the cones, scoop the ice cream, then let the kids design their own “buddies” faces!**

**1½ teaspoons peanut butter**

**1 regular or sugar ice cream cone**

**2 tablespoons chopped peanuts**

**1 large scoop Dreyer's/Edy's Slow Churned Light Ice Cream (any flavor)**

**5-7 chocolate chips**

**2 large or small peanut butter cup candies**

**Spread peanut butter in a 1-inch wide strip around top of cone to create a “collar.” Place peanuts in a small dish. Dip peanut butter edge of cone into peanuts, rolling cone to coat peanut butter with peanuts. Place scoop of ice cream onto top of cone. Arrange chocolate chips for eyes and mouth. Cut a peanut butter cup in half for two ears and place on sides of ice cream. Place a whole peanut butter cup on top for a hat. Serve immediately or freeze. (Repeat for additional buddies.)**