

# NEWS

FOR IMMEDIATE RELEASE

## **JENI'S SPLENDID ICE CREAMS COLLABORATES WITH UNICEF ON BLUEBERRY CHEESECAKE FLAVOR TO DELIVER COVID-19 VACCINES TO INDIA**

**All Proceeds from the Limited-Edition Flavor Launching Monday, April 4, 2022  
Will Support Vaccine Administration on the Ground in India**

**(Columbus, Ohio—February 16, 2022)** In efforts to create greater vaccine accessibility in India, Jeni's Splendid Ice Creams and UNICEF are partnering on the release of Blueberry Cheesecake. Ice cream pints will be sold in stores and online beginning Monday, April 4, 2022, for \$12. Every purchase will fully support the campaign to distribute COVID-19 vaccines to residents to help slow the spread of the virus.

"Although India is known as one of the world's largest vaccine makers, the nation suffered shortages that created complete devastation and safety threats," said UNICEF executive director, Catherine M. Russell. "We are grateful to bring more COVID-19 vaccines to the country and administer them on the ground with UNICEF India and the help of our friends at Jeni's."

UNICEF, also known as the United Nations Children's Fund, is an agency responsible for aiding children worldwide. With goals to advocate and increase productivity, UNICEF aims to transport and administer vaccines in India to promote continued success among students and families throughout the COVID-19 pandemic.

"Helping others has always been valued at Jeni's," said Jeni's CEO, John Lowe. "We're proud to partner with UNICEF to raise awareness and support an important cause with the release of Blueberry Cheesecake."

The blue and white premium ice cream inspired by UNICEF's logo is made with cream cheese and features frozen blueberries and crushed graham crackers. Cinnamon is added to give the special edition pint a kick. Like all other Jeni's flavors, Blueberry Cheesecake is gluten-free and made with grass-fed milk in a facility with products containing milk, eggs, tree nuts, soy and wheat. Blueberry Cheesecake will be available at 47 Jeni's locations nationwide and online at [jenis.com](http://jenis.com).

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## **About UNICEF**

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. Across more than 190 countries and territories, we work for every child, everywhere, to build a better world for everyone. Follow UNICEF on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

## **About Jeni's Splendid Ice Creams**

We're devoted to making better ice creams and bringing people together. It's what gets us out of bed in the morning and keeps us up late at night. We believe that you can grow a business as a community of people, with artful attention to detail and the customer experience, *and* get continuously better at the same time. That REALLY great ice cream served perfectly in a sparkling and beautiful space, with attentive and in-the-moment service (we believe service is an art) brings people together and helps them connect. And that sometimes sparks fly. And that there should be more sparks flying, generally. We like to make people feel good.

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