

Title:

A Sweet Way To Make A Difference

Word Count:

388

Summary:

Sending a message of hope can be one way to help a worthwhile cause.

Keywords:

A Sweet Way To Make A Difference

Article Body:

It would be a sweet reward to find a cure for pediatric cancer and other life-threatening diseases.

Fans of ice cream-whether it's on a stick, in a cup or on top of a cone-can visit Icecream.com

For every virtual frozen pop stick message sent from the site between May 15 and Dec. 31, 2006

Visitors to Icecream.com are invited to write some words of inspiration, a favorite joke or story.

At the end of the program, the number of virtual frozen pop sticks will be counted and an equivalent

The sculpture will be erected in spring 2007 and an image of the sculpture may be placed on site.

"Nestlé Ice Cream is proud to partner with City of Hope to support research and treatment programs.

City of Hope is one of the world's leading research and treatment centers for cancer, diabetes and

City of Hope's scientific knowledge is shared with medical centers locally and globally, helping

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