

LOVIN' SCOOPFUL TO RECOGNIZE YOUTH WHO MAKE A DIFFERENCE WITH ITS 3rd ANNUAL "LOVIN' COMPASSION" AWARDS

Lovin' Scoopful Ice Cream Announces Open Nominations for Annual Award



SEATTLE – (March 4, 2013) – [Lovin' Scoopful](#), a premium ice cream company founded by Maria Shriver, Tim Shriver and partners, to benefit Special Olympics and other nonprofits that help empower the human spirit, **announces open nominations for its 3rd annual [Lovin' Compassion Award](#)**. The award recognizes young visionaries who are committed to and involved in programs that foster respect, inclusion and personal connections between people with and without differences.

Award recipients will be selected from nominated students ages eight to 18 who are involved with Special Olympics programs such as Unified Sports[®], the Spread the Word to End the Word[®] campaign, Young Athletes, Get Into It[®] and Project UNIFY[®], as well as Best Buddies and other organizations that are designed to create more accepting communities. Through their involvement, recipients must exemplify characteristics that promote human dignity, inclusion, equality and leadership.

"I've long believed that we need to honor what we value as a society," said Lovin' Scoopful co-founder, Maria Shriver. "If we value acceptance, tolerance, respect and inclusion, we need to honor their expression every chance we get. That's the spirit behind the Lovin' Compassion Award, which recognizes and rewards our country's most inspiring youth who are making a difference in the lives of people with intellectual disabilities."

Lovin' Compassion Award hopefuls can be nominated online at www.LovinAward.com by parents, peers or a representative from Special Olympics or other qualifying nonprofit organizations that promote human dignity, equality, and inclusion. Four regional winners from the West Coast, South, New England and Mid-Atlantic regions, as well as one national winner, will be selected from the online nominations.

The four regional winners will each receive the following prizes:

- Certificates for a two-month supply of Lovin' Scoopful ice cream
- Feature on the Lovin' Scoopful blog, as well as Facebook and Twitter pages
- Letter of commendation from Maria Shriver

- The opportunity to compose a blog posting about their chosen nonprofit
- \$250 donation for their chosen nonprofit organization

One national winner will receive the above, as well as:

- Engraved award
- Year supply of Lovin' Scoopful ice cream certificates
- \$100 gift card
- The opportunity to compose multiple blog postings throughout the year about their chosen nonprofit
- \$500 donation for their chosen nonprofit organization

Nominations are being accepted now through May 1, 2013. Winners will be selected by a panel of judges including Maria Shriver and Tim Shriver, and will be announced in May.

"We hear a lot about bullying in schools but not enough about young people who are taking a stand in defense of their peers with intellectual disabilities," says Lovin' Scoopful co-founder, Tim Shriver. "It's so encouraging to read the nominations for our Lovin' Compassion Award and to learn more about these great young people who are truly changing our communities by serving as role models and agents of change who encourage inclusion and acceptance."

Last year's national Lovin' Compassion Award winner was Calista Pierce of Guys Mill, Penn. Calista, 14, was selected for her inspiring story and involvement with her brother Austin, a Special Olympics athlete. Calista is also a leader in her local Make-A-Wish chapter, in Relay for Life, and in Special Olympics Unified Sports. Regional winners were Scott Gerson of Kensington, Md.; Casey Cousineau of Altadena, Calif.; Gavin Hebert of Dixfield, Maine; and Katie Pullano of Bedford, Texas. In addition to the five winners, Lovin' Scoopful acknowledged 19 individuals nationwide with honorable mentions.

Launched in 2008, Lovin' Scoopful's mission is to create as many smiles as possible. Empowering the human spirit and satisfying taste buds, the company donates 25 percent of its post-tax profits (\$50,000 minimum annually) to Special Olympics.

Made with an all-natural base, non-rBST cow's milk and cream, all Lovin' Scoopful gourmet light ice cream flavors contain half the fat and a third fewer calories than other premium brands, providing a healthier alternative while maintaining a super-premium taste.

All 14 flavors of Lovin' Scoopful ice cream come in 1.75 quart containers and retail for \$3.99 to \$4.99 at select grocery stores around the country. For more information, including retailers carrying Lovin' Scoopful products, please visit www.lovinscoopful.com. Follow Lovin' Scoopful on Facebook at www.facebook.com/lovinscoopful and on Twitter at www.twitter.com/LovinScoopful.

About Lovin' Scoopful:

Lovin' Scoopful is a premium ice cream company operating with the objective of making not only its customers happy, but also making many others happy through significant contributions to causes that help empower the human spirit. Maria Shriver, Tim Shriver, Angelo Moratti and Dan Samson launched Lovin' Scoopful in 2008 with the intent of offering a high quality, fun and health conscious product that would also serve as an ongoing source of revenue for worthy causes. Currently, the company is proud to donate 25 percent of its post-tax profits, \$50,000 minimum annually, to Special Olympics.

About Special Olympics:

Special Olympics is an international organization that changes lives by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to nearly 3.7 million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition health screenings, and other related programs. Special Olympics now takes place every day, changing the lives of people with intellectual disabilities in all regions of the world and in community playgrounds and ball fields in every small neighborhood's backyard. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage, and experience joy and friendship. Visit Special Olympics at www.specialolympics.org. Engage with us on: [Twitter@specialolympics](https://twitter.com/specialolympics); fb.com/specialolympics; youtube.com/specialolympicshq, and specialolympicsblog.wordpress.com.

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