

Marble Slab Creamery raises over \$35,000 for local Big Brothers Big Sisters chapters

CALGARY, Oct. 12, 2011 /CNW/ - Today, Marble Slab Creamery is proud to announce another successful "Cones for Kids" campaign. This year, Marble Slab Creamery franchises across the country raised over \$35,000 in support of Big Brothers Big Sisters mentoring programs.

"We partner with Big Brothers Big Sisters because we believe in its mission to empower our youth," said Cam Inglis, President, Marble Slab Creamery. "We are proud to support these vital mentoring programs and are happy our customers came out in support of this important organization."

Marble Slab Creamery has 84 locations across Canada. Every store location donated \$1 from every purchase during the event and sold \$1 paper cones to customers the week leading up to the event. The money raised was donated directly to Big Brothers Big Sisters with the majority going straight to its local chapters.

"The support we receive from Marble Slab Creamery helps us achieve our mission of providing the highest quality, volunteer-based mentoring programs," said Joel Porter, Vice President of Development, Big Brothers Big Sisters. "We are delighted with the amount raised this year and look forward to more successful 'Cones for Kids' campaigns."

About Marble Slab Creamery

Marble Slab Creamery, a leading purveyor of chef created super-premium hand-mixed ice cream and the innovator of the frozen slab technique was founded in 1983 in Texas. The Canadian head office and first store opened in Calgary, Alberta in 2003. Every batch of Marble Slab Creamery ice cream is freshly made in small batches in store using dairy from local farms, and flavour ingredients from around the world. Today, Marble Slab Creamery has 84 locations across Canada in British Columbia, Alberta, Manitoba, Ontario and Nova Scotia.

About Big Brothers Big Sisters in Canada

For nearly one hundred years, Big Brothers Big Sisters has been making a positive difference in the lives of our nation's youth by developing and implementing a wide range of mentoring programs. Serving as role models, our mentors teach by example the importance of giving and giving back, of staying in school, and of having respect for family, peers and community.

Big Brothers Big Sisters of Canada provides quality mentoring services for more than 33,500 children and teenagers. Big Brothers Big Sisters currently has over 30,000 volunteer mentors working at 126 agencies that serve children in over 1,000 communities across the country. Learn how you could start something at www.bigbrothersbigsisters.ca