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You may already know this but in case you don't know... this past summer Ben & Jerry's Ice Cream conducted a national search for ordinary people with extraordinary heart. Those folks who are doing cool things in their community to make the world a better place to live.

And guess what? Someone thought YOU were really doing COOL stuff in your community and shared that with the folks at Ben & Jerry's. It could have been a friend, neighbor, family member or maybe the person whose life you have touched. Well, that person took the time to write an essay about your community work and entered the Ben & Jerry's Citizen Cool Essay Contest! Pretty Cool Huh? Yeah, we thought so too!

As a token of our appreciation, please accept this Ben & Jerry's Citizen Cool Recognition Certificate for making a positive difference—brightening someone's day and adding a smile to someone's face. Thank you for all your hard work in making your community a better place to live!

We've also enclosed a special yummy treat just for you! Your FREE Ben & Jerry's Pint Coupon is good at any supermarket or deli that sells Ben & Jerry's Ice Cream. Enjoy!

To find out more about Citizen Cool, please visit www.benjerry.com and check out the profiles of our Featured Nominees. Ben & Jerry's also talked to people across the country this summer to find out what was cool about America. And they're making a documentary called Citizen Cool that tells the story of how citizens in local communities are lending a helping hand to their neighbors. Details about this video will be available on the website in January.

Centra Marketing and Communications is Ben & Jerry's marketing agency. If you have any questions, please call: Chariot Crespo at 1-877-236-8729.

Thank you!
 The Folks at Ben & Jerry's





2001 Citizen Cool Certificate

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*We think you're great for taking an active role in helping to create & sustain healthy, vibrant, inclusive communities.
Thank you from all of us at Ben & Jerry's!*

