



Marking 70 Years and Making Every Scoop Count: Johnson's Real Ice Cream Announces New Partnership with A Kid Again When Hope is Needed Most

Central Ohio business celebrating 70 years with donation program to support organization improving the lives of children with life-threatening conditions and their families

COLUMBUS, Ohio, April 30, 2020— Seventy years since the founding of the family business in 1950, Johnson's Real Ice Cream is marking the occasion by announcing the *Every Scoop Counts* charitable giving program benefiting A Kid Again.

A Kid Again, is a national non-profit, based in Columbus Ohio, dedicated to providing hope, happiness, and healing to families struggling with the impacts of having a child with a life-threatening condition. *Every Scoop Counts* provides an ongoing source of financial support for A Kid Again through ice cream pint sales.

Beginning May 1, Johnson's Real Ice Cream will donate 25 cents to A Kid Again from the sale of every pint wherever Johnson's Real Ice Cream pints are sold. Proceeds will support Virtual Adventures for families now; or Live Adventures that will resume following the COVID-19 pandemic. There is no limit or end date to the partnership.

Grocer Giant Eagle is jump starting the program by matching Johnson's contribution from pints sold at their area locations throughout the month of May.

"My Great Grandpa started Johnson's in 1950, and while he was an ice cream entrepreneur, he was more importantly a man of purpose," said Matt Wilcoxon, president of Johnson's Real Ice Cream. "He always taught us that giving back is a responsibility and we felt the best way to acknowledge him and our 70th anniversary was by partnering with a charitable organization that helps children and families. I feel grandpa would be proud."

In addition to raising funds to give illness a time out, Johnson's and A Kid Again also are teaming up to plan a virtual Adventure for families during this time of crisis. Plans include a virtual tour of the Johnson's Real Ice Cream facility as well as an interactive activity where families are encouraged to get creative.

"A Kid Again is very appreciative of the support of Johnson's Real Ice Cream," said Jennifer Koma, chief operating officer of A Kid Again, "This partnership allows us to help thousands of families, especially during this time when we all could use more hope. Every scoop really does count in helping us put a smile on the face of a child

living with a life-threatening condition.”

For more information about the *Every Scoop Counts* program, please visit johnsonsrealicecream.com/A-Kid-Again.

About Johnson’s Real Ice Cream

Family owned and operated since 1950 the Johnson’s Real Ice Cream brand has become an established and iconic brand in central Ohio. With three locations in Bexley, Dublin, and New Albany the brand has expanded outside of Ohio and into the Chicago market with the opening of its newest location in the Lakeview East community.

In addition to operating the ice cream shop, Johnson’s has an extensive wholesale division that provides ice cream to over 400 restaurants. Several grocery stores and specialty markets throughout the state of Ohio as well as Chicago carry Johnson’s Real Ice Cream. The company also operates a catering and special events division.

For 45 years, Jim Wilcoxon, Jr., actively ran the company as the 3rd generation, and today, Matt Wilcoxon and Jeff Wilcoxon operate the family business as the 4th generation.

Johnson’s Original Shop and Headquarters is at 2728 East Main Street, Bexley, Ohio 43209.

Related Links

Website: johnsonsrealicecream.com

Facebook: facebook.com/johnsonsrealicecream

Instagram: instagram.com/johnsonsrealicecream

Twitter: twitter.com/jric1950

About A Kid Again

A Kid Again has served more than 55,000 families across Ohio since 1995. The organization’s mission is to foster hope, happiness and healing for children with life-threatening conditions and their families. A Kid Again works to create a communal and interactive environment for families to experience Adventures together to provide a timeout from illness. Staff members and volunteers strive to go beyond activities, providing comprehensive, practical support to help families cope with the extended effects of the illnesses.

Related Links

Website: AKidAgain.org

Facebook: facebook.com/akidagain

Instagram: instagram.com/a_kid_again/

Twitter: twitter.com/akidagain

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