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**Join J.P. Licks and canine friends from the MSPCA for
“Dog Days of Summer” Event on July 27th**

***New frosty treat for pampered pooches to be unveiled – Proceeds to
benefit MSPCA***

DATELINE: BOSTON; BROOKLINE; JAMAICA PLAIN; NEWTON CENTRE;
SOMERVILLE AND WEST ROXBURY, MA... Canines (accompanied by their
people) are cordially invited to J.P. Licks “Dog Days of Summer” outdoor event
where the homemade ice cream café will unveil their latest concoction, “Cow
Paws”, created especially for dogs.

Join J.P. Licks and their special friends from MSPCA-Angell in Boston for “Dog
Days of Summer” event on Thursday, July 27th from 12 to 2 p.m. at the Jamaica
Plain shop’s patio (659 Centre Street) and enjoy free samples of J.P. Licks’ new
“Cow Paws”. Meet a few of MSPCA-Angell’s special dogs currently available for
adoption and chat with MSPCA-Angell representatives.

All proceeds from the day’s event will be donated to MSPCA-Angell.

Tested and approved by J.P. Licks mascots, bodacious Black Labrador, Lucy,
and sweet Boxer, Sasha, “Cow Paws”, which is a peanut butter sorbet, really
gives dogs something to bark about – in a good way.

“Developing and testing this particular flavor was truly entertaining. Twenty five
years ago, I started making ice cream and other frozen treats because I like that
it makes people happy...so I thought, why not pamper their best friends...their
dogs?” said Vince Petryk, founder and owner of J.P. Licks stores.

“This sounds like a really fun event and we’re looking forward to it,” noted Laura
Gretch, Program Coordinator at MSPCA-Angell.

MSPCA Boston Copeland Animal Care and Adoption Center, located at 350 South Huntington Avenue in Boston, takes in and cares for thousands of unwanted animals every year. For more information about adopting a pet, volunteering, special events or making a donation, visit www.mspca.org or contact (617) 522-5055.

Award Winning Recipes

J.P. Licks, the homemade ice cream and fresh roasted coffee café with seven shops in and around Boston, Mass., is celebrating their 25th anniversary this year. Locally owned and operated by founder Vince Petryk since 1981, J.P. Licks has received many accolades over the years for their intensely-flavored homemade ice cream and frozen yogurt from *Boston Globe Sunday Magazine* and *Boston Magazine* and most recently *Boston Phoenix* Reader's Poll "Best Ice Cream 2006" and *Improper Bostonian* "Best Ice Cream 2006".

Creating a niche in the ice cream café world, J.P. Licks is Kosher certified – meeting all the high quality standards pertaining to ingredients, production and store cleanliness. In addition to their frozen creations, J.P. Licks offers high quality, full bodied, freshly brewed coffee from beans roasted on-site at their "mother ship" Jamaica Plain store. J.P. Licks' locations include Coolidge Corner, Davis Square, Mission Hill, Newbury Street, Newton Centre, West Roxbury and Jamaica Plain. The Jamaica Plain store is open at 6 a.m. every day. For more information, visit their website at www.jplicks.com.

(Editor's Note: To arrange an interview with founder Vince Petryk or for high res jpegs, contact Steven Dubin, PR Works, (781) 582-1061 or sdubin@prworkzone.com.)