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S'World Peace...
J.P. Licks announces original Peace Games flavor

DATELINE: BOSTON; BROOKLINE; JAMAICA PLAIN; NEWTON CENTRE; SOMERVILLE AND WEST ROXBURY, MA... J.P. Licks Homemade Ice Cream Café revealed the original Peace Games flavor last week at all seven stores with proceeds from the August 8th launch benefiting Peace Games.

“S'World Peace” is the custom flavor created by Raymond Sozzi, Jr., a long time supporter and Board member of the Peace Games. Sozzi won the “J.P. Licks Flavor Creation” opportunity at the School House Rocks fundraiser auction held in April which raises funds for Peace Games.

Sozzi, with the assistance of J.P. Licks founder Vince Petryk, created S'World Peace, which is a sweet cream ice cream with chunks of brownie and a mint fudge swirl.

Throughout the month of August, J.P. Licks will continue to donate 10 percent of sales from S'World Peace to Peace Games.

About Peace Games

Peace Games is a non-profit organization founded in 1992 with the mission of empowering children from ages four to 14 with the skills they need to become peacemakers in their schools and communities. Peace Games forms partnerships with schools, families, communities and volunteers to end escalating trends of youth violence and create safer schools. For more information about Peace Games, visit their website at www.peacegames.org.

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.)