



Chelsea's Hope and Me Fine Foundation Selected for the Jimmie Johnson Foundation Blue Bunny Helmet of Hope

CHARLOTTE, NC (April 22, 2013) – Five-time NASCAR Sprint Cup Series champion Jimmie Johnson selected two more charities to be featured on the 2013 Jimmie Johnson Foundation Blue Bunny Helmet of Hope.

Chelsea's Hope and Me Fine Foundation were chosen to appear on the helmet that Johnson will wear during race weekend activities at Michigan International Speedway on August 18, 2013. Each organization also will receive a grant of \$10,000 and a special Blue Bunny ice cream party.

Chelsea's Hope, whose mission is to assist in raising funds for research, treatments and cures for those affected by Lafora disease, was nominated by Mari Brackin, whose daughter suffers from Lafora.

Mari's daughter Elisa has suffered from Lafora disease for 10 years. Lafora, which is the most severe form of human epilepsy, only has a prognosis of 3-10 years from manifestation. There is currently no known cure.

"We need to get the word out and what better way than to have it on Jimmie Johnson's helmet" said Mari.

The Me Fine Foundation provides necessary resources and financial assistance to parents and caregivers with children being treated at Duke and UNC Children's Hospitals.

Joey Powell, who works for the Me Fine Foundation, nominated the charity, stating "By helping provide for these families' emergent needs during this vital time, we can ensure that the children can focus on healing, recuperation and hopefully defeat illness."

Chelsea's Hope, located in Danville, Calif., and Me Fine Foundation, located in Princeton, N.C., join Against Abuse, Inc., Cincinnati Association for the Blind and Visually Impaired and Make-A-Wish Iowa as charities that will be featured on the Blue Bunny Helmet of Hope.

The Helmet of Hope program, which began in 2008, allows fans, consumers and media members across the country to nominate their favorite charity to receive a \$10,000 grant, special recognition on Johnson's race helmet and a Blue Bunny ice cream party. This year's Blue Bunny Helmet of Hope campaign will run during six NASCAR Sprint Cup race weekends beginning at Texas Motor Speedway on April 13th and culminating at Charlotte (N.C.) Motor Speedway on May 26th. Johnson will draw two charities each week to be included on the helmet, for a total of 13 charities. To date, the program has contributed more than \$430,000 to 61 different charities.

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Nominations are currently being accepted at www.helmetofhope.org. For more information about the most recently selected charities, visit www.mefinefoundation.org or on Twitter, www.twitter.com/MeFineNC and www.chelseashope.org or on Twitter, www.twitter.com/Chelseas_Hope.

About the Helmet of Hope

In its sixth year, the Blue Bunny Helmet of Hope program gives fans and media members across the country the opportunity to nominate their favorite charity to be featured on five-time NASCAR Sprint Cup Series Champion Jimmie Johnson's Sprint Cup helmet for the race at Michigan International Speedway on Aug. 18, 2013. The title sponsor for Helmet of Hope is Blue Bunny Ice Cream. In addition to being featured on the helmet, each charity selected also receives a grant of \$10,000 and a Blue Bunny ice cream party. To date, the program has contributed more than \$430,000 to 61 different charities.

About the Jimmie Johnson Foundation

Chandra and Jimmie Johnson launched the Jimmie Johnson Foundation in February 2006. Johnson, the five-time NASCAR Sprint Cup champion, drives the No. 48 Lowe's Chevrolet SS in NASCAR's top series. The mission of the foundation is to assist children, families, and communities in need throughout the United States. The foundation has committed more than \$5.6 million to various charities. For additional information on the Jimmie Johnson Foundation, please visit www.JimmieJohnsonFoundation.org.

About Blue Bunny

Wells Enterprises, Inc., maker of Blue Bunny ice cream, is the largest privately held, family-owned ice cream and frozen treat manufacturer in the United States. The company was founded in 1913 and is headquartered in Le Mars, Iowa, the Ice Cream Capital of the World. Wells produces more than 1,100 ice cream and frozen novelty products, including its signature brand, Blue Bunny[®], and super premium brand, 2nd St. Creamery[™]. Wells also manufactures licensed frozen treat brands including Yoplait[®] frozen yogurt, Weight Watchers[®] frozen novelties, and the iconic Bomb Pop[™]. Visit WellsEnterprisesInc.com.

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