



International FOP Association, Inc. and Ruth's Reusable Resources Selected for the Jimmie Johnson Foundation Blue Bunny Helmet of Hope

TALLADEGA, Ala. (May 3, 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.

International FOP Association, Inc. and Ruth's Reusable Resources were chosen to appear on the helmet that Johnson will wear during race weekend activities at Michigan International Speedway in Brooklyn on Aug. 18, 2013. Each organization also will receive a grant of \$10,000 and a special Blue Bunny ice cream party.

The International FOP Association was created to raise funds to find a cure for Fibrodysplasia Ossificans Progressiva (FOP), while supporting individuals and their families through education, public awareness and advocacy. FOP is one of the rarest, most disabling genetic conditions known to medicine. It causes bone to form in muscles, tendons, ligaments and other connective tissues. The organization was nominated by Kristina Sligh, whose nephew Lincoln is afflicted with the disease.

“The IFOPA is very important to me because my six year old nephew has this rare disease,” shared Sligh. “The hope and prayer is to find a cure. Please consider IFOPA for Jimmie’s helmet because all kids deserve the same mobility.”

Ruth's Reusable Resources ensures that students and classrooms in Maine have the basic tools for learning, by transferring surplus business supplies and merchandise into the hands of school children and teachers. Nominated by staff member Seth Libby, the organization has given away more than \$45 million worth of supplies. The organization's vision is to provide every Maine child with the variety and quality of supplies needed to succeed in school. What began in the basement of founder Ruth Libby's home has greatly expanded to what it is today.

“I think that Ruth's Reusable Resources should be on the Blue Bunny Helmet of Hope because in 19 years, the organization has impacted 70,000 students,” said Seth Libby. It has filled more than 10,000 backpacks in the last nine years alone.”

International FOP Association, located near Orlando, FL, and Ruth's Reusable Resources, located in Portland, ME, join Denver Kids, Inc., Miracle League of Pensacola, Chelsea's Hope, Me Fine Foundation, 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.

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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 in Fort Worth 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.

Nominations are currently being accepted at www.helmetofhope.org. The nomination process closes on Monday, May 6th at 5pm EST. For more information about the most recently selected charities, visit <http://www.ifopa.org/> and <http://www.ruths.org/>.

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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