



Peach's Neet Feet and MISS Foundation Selected for the Jimmie Johnson Foundation Blue Bunny Helmet of Hope

DARLINGTON, S.C. (May 10, 2013) – Five-time NASCAR Sprint Cup Series champion Jimmie Johnson selected the final two fan charities to be featured on the 2013 Jimmie Johnson Foundation Blue Bunny Helmet of Hope.

Peach's Neet Feet and MISS Foundation 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.

Peach's Neet Feet donates custom, hand-painted shoes to children living with disabilities and fighting serious illnesses. Every shoe is designed to complement each child's life, interest, and courageous fight. They have donated nearly 700 pairs of shoes to children around the country in just two years.

Peach's Neet Feet was nominated by Misshay Smith, whose son received a pair of shoes while in The Children's Hospital located in Oklahoma City, Okla. "My son loves his Spiderman shoes," shared Smith. "They give him the courage to fight and make him smile when he wears them."

Madison "Peach" Steiner is the founder/president of Peach's Neet Feet, which started in Steiner's bedroom with a spark of fierce desire to make a difference. "Madison doesn't just paint shoes, but she becomes part of the team that helps these kids fight" said Smith.

MISS Foundation provides Counseling, Advocacy, Research, Education and Support (C.A.R.E.S). for families experiencing the death of a baby or child at any age and from any cause. They are a place where families can feel connected to others during their darkest hours.

MISS Foundation offers free family packets, HOPE mentor matches, support groups, counseling, and more. "Without their help, I am not sure where my wife and I would be right now," states Brian Bobier. Brian nominated the MISS Foundation after losing their first-born daughter. "I believe this would be a wonderful charity to promote since losing a child happens far too often in our society" said Bobier.

Peach's Neet Feet, located in Farmington, N.M., and MISS Foundation, located in Phoenix, Ariz., join International FOP Association, Ruth's Reusable Resources, 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.

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.

Media nominations are still being accepted at www.helmetofhope.org. The media nomination process closes on Monday, May 20th. For more information about the most recently selected charities, visit <https://www.peachsneetfeet.com/> or on Twitter at www.twitter.com/peachsneetfeet and <http://www.missfoundation.org/> or on Twitter at www.twitter.com/MISS_Foundation.

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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