



The Humane Society of Charlotte and Encompass Early Education and Care Inc. Selected for the Jimmie Johnson Foundation Blue Bunny Helmet of Hope

CHARLOTTE, N.C (May 23, 2013) – Five-time NASCAR Sprint Cup Series champion Jimmie Johnson selected the final two charities to be featured on the 2013 Jimmie Johnson Foundation Blue Bunny Helmet of Hope from a pool of media nominations.

The Humane Society of Charlotte and Encompass Early Education and Care Inc. 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 Humane Society of Charlotte is a community resource committed to improving the lives of companion animals through adoption, spay/neuter, and education.

The Humane Society of Charlotte was nominated by Larry Sprinkle of NBC Charlotte. According to Mr. Sprinkle, “the Humane Society of Charlotte saved the lives of over 3,400 dogs and cats last year. This organization works tirelessly to make sure that every one of their shelter animals finds a special home.”

Sprinkle praised the HSC, saying, "In my 40 years in Charlotte broadcasting and involvement with shelters, I've never seen a group work so intently on their mission."

Encompass Early Education and Care is a not-for-profit organization providing the highest quality education and care for children and support for families with a commitment to compassion, quality, and advocacy.

NASCAR Illustrated’s Jay Pfeifer, who nominated Encompass Early Education and Care, said, "Encompass provides early education to families throughout my hometown of Green Bay, Wis. Thanks to sliding-scale tuition, Encompass makes this invaluable service available to everyone - not just to the families who can afford it."

The Humane Society of Charlotte, located in Charlotte, N.C., and Encompass Early Education and Care Inc., located in Green Bay, Wis., 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.

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 ran 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 draws two charities each week to be included on the helmet, for a total of 13 charities.

For more information about the Humane Society of Charlotte please visit www.humanesocietyofcharlotte.org or @hsfcharlotte on Twitter. For information on Encompass Early Education and Care, Inc., visit www.encompassseec.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.

#

CONTACT:

Jenny Mayer, Jimmie Johnson Foundation

704.453.2583

jmayer@jjracinginc.com

Kristine Curley, True Speed Communication

816.679.5091

Kristine.curley@truespeedcommunication.com

Liz Croston, Blue Bunny

712.548.5522

escroston@bluebunny.com