



30th Annual Miss Martha's Ice Cream Crankin'

- WHAT:** 30th Purity Miss Martha's Ice Cream Crankin', a favorite summer family event
- WHEN:** Sunday, June 14, 2015, from 3:00 – 5:00 pm
- WHERE:** Grounds of First Presbyterian Church, 4815 Franklin Pike, Nashville, TN
- HOW:** Homemade ice cream, family entertainment, and ice cream contest
- WHY:** Martha O'Bryan Center is a nonprofit seeking community change. On a foundation of Christian faith, Martha O'Bryan Center empowers individuals, youth, and families in poverty to transform their lives through work, education, employment and fellowship. Our cradle-college-career continuum of programming provides resources for our neighbors who want to eradicate poverty in their own lives

ALL THE ICE CREAM YOU CAN EAT FOR ONE PRICE!

More than 500 gallons of homemade ice cream of all flavors, from plain old vanilla, the nation's favorite, to gourmet flavors, will be available for sampling. The cost for tasting dozens of flavors is \$13 for adults, \$10 for children, (\$10 and \$8 if purchased in advance) and free for children under 2. Tickets will be online, at participating churches, and at the event.

HOW TO GET INVOLVED

Sponsor: The Crankin' relies on generous sponsors every year. Corporate sponsorship is available at several levels, perfect for any business. Our sponsors enjoy exciting benefits and exposure as a result of their involvement with the Crankin' and Martha O'Bryan Center.

Crank Ice Cream: Gather a team, large or small, or even crank on your own. Crankin' or churching ice cream is a fun and creative way to give of your time and talent to serve Martha O'Bryan Center. Crankin' teams must create at least 3 gallons of their unique ice cream flavor and serve it to the public on the day of the event. As an exciting bonus, crankers can enter their ice cream into the Purity Dairies ice cream contest for a chance for their ice cream to be produced for 1 year by Purity and be sold in stores!

Volunteer: The Crankin' relies on lots of volunteers for its success every year. There are volunteer opportunities the day before the Crankin' as well as during and after the event. Volunteers help set up, break down, sell refreshments and tickets, etc. All volunteers get to attend the Crankin' for free.

HISTORY

The Crankin' began in 1985 when Dr. Will Ralph suggested using homemade ice cream as a way to increase public awareness of Martha O'Bryan Center and to raise funds to support its many worthwhile programs. The all-volunteer Public Relation committee took his idea and made it work with the help of the center's director of development.

The old fashioned Sunday social's most popular ingredients – homemade ice cream and ice cream

Crankin' contest – have remained constant. The site moved from the shady grounds of Trinity Presbyterian church to equally shady First Presbyterian church in 1999. Over 25 years, the volunteer committee added the Minister's stacking contest, trolley rides to alleviate parking problems, music, t-shirts, and published two cookbooks.

The Crankin' has lived up to Dr. Ralph's goals, as it receives an unusually large amount of publicity, raises much needed funds, and involves hundreds of volunteers who make and serve their homemade ice cream at Nashville's favorite summer event.

The Best of Show of the Ice Cream Crankin' Contest selected by celebrity judges will be produced by Purity as one of its new flavors for 2013 and sold locally. The top winner's recipes from several past years continue to be part of Purity's product line.

Founded in 1894, the Martha O'Bryan Center is a faith based ministry that offers an array of integrated services designed to empower and support families in need achieve stability. Last year the Center served more than 6,300 children, youth, and adults and seniors.

"We provide resources that help whole families make choices that can lead them out of poverty." said Marsha Edwards, the center's president and chief executive officer. "We believe that work and education helps to transform lives. Our work is to provide inspiration and guidance to those seeking greater well-being and self-sufficiency."

