

FOR IMMEDIATE RELEASE

CONTACT: Steven V. Dubin, PR Works, (781) 582-1061, sdubin@prworkzone.com

**J.P. Licks Donates Proceeds from Veterans' Day Promotion to
New England Shelter for Homeless Veterans**

DATELINE: BOSTON; BROOKLINE; CAMBRIDGE; JAMAICA PLAIN; NEWTON CENTRE;
SOMERVILLE AND WEST ROXBURY, MA...

J.P. Licks, the homemade ice cream café with eight shops in and around Boston, has recently donated \$1,300 in proceeds from a Veterans Day promotion to the New England Shelter for Homeless Veterans (NESHV) in Boston.

In remembrance and support of veterans on Veterans' Day, J.P. Licks offered patrons at each of their stores a cup of coffee for \$1, which was then donated to NESHV.

"We wanted to honor and give back to those who have served us and our country. This the first time we have run this promotion and we're very pleased with its success," noted Vince Petryk, founder of J.P. Licks. "We will be looking into doing a similar promotion to support the troops next year."

Stephen Cunniff, Director of Community Affairs at NESHV noted, "We appreciate J.P. Licks' support and friendship."

The NESHV is located at 17 Court Street in Boston. For more information, visit neshv.org. Visit jplicks.com for store locations and hours.

Best of Boston and Beyond

For more than 25 years, J.P. Licks has been serving homemade ice cream and other specialties in their eight Kosher-certified shops in and around Boston. Locally owned and operated, J.P. Licks has won many awards over the years for their intensely-flavored homemade ice cream and frozen yogurt. Most recently, J.P. Licks was named "Best of Boston" and "Best Location – Jamaica Plain" by Boston Magazine and also made WBZ's "A-List" for the second year in a row. Known for their high quality, scrumptious treats and their knack for "treating people right", J.P. Licks was named Greater Boston Chamber of Commerce's "Small Business of the Year".

In addition to their frozen creations, J.P. Licks roasts their own fair trade and organic coffee beans on-site at their Jamaica Plain store, which ensures the best and the freshest, full-bodied cup of coffee around. Decadent hand-packed ice cream cakes as well as breakfast & ice cream sundae catering are also available.

Visit the website at jplicks.com for more information.