

**FOR IMMEDIATE RELEASE – June 2021**



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**Cool this HEAT with the Limited Edition TASTE OF FREEDOM Ice Cream available at Ted & Wally's and Brownie Bar Omaha in celebration of the Juneteenth holiday and the inaugural Omaha Freedom Festival taking place June 19<sup>th</sup> at Malcolm X.**

**Omaha, NE – Starting June 10, 2021,** Ted and Wally's has teamed up with North Omaha-based nonprofit **Freedomtainment** to bring a limited edition ice cream, **Taste of Freedom** in honor of the inaugural **Omaha Freedom Festival**. The ice cream will be available at both Ted and Wally's locations in the Old Market and Benson as well as Omaha's Brownie Bar while supplies last. The original flavor is a delightful mix of malted vanilla ice cream, M&Ms and Oreos.

**Ted & Wally's** is a family-owned local business that has sat in the heart of downtown Omaha since 1984. They are famous for their slow churned old-fashioned ice cream making techniques. The premium ice cream is 20% butterfat ice cream made from scratch using natural ingredients stored with rock salt and ice in antique white Mountain freezers. Ted & Wally's has always supported the community to the fullest extent by using quality ingredients from local farms/ orchards, groceries, bakeries and candy makers. And now they continue through a limited-edition ice cream in support of the Omaha Freedom Festival.



The idea came to be when a part time employee and **UNO marketing student, Hallie Bowes** created the unique flavor for a Service Learning Academy school project in Heather Nelson's Principles of Marketing class. She thought malted vanilla ice cream with M&Ms and Oreos best represented the festival and rightfully named it the **Taste of Freedom**. Since then, Ted & Wally's has decided to take it a step further and offer the ice cream leading up to the festival. Additionally, another Omaha sweet spot has offered to lend a helping hand. **Brownie Bar Omaha** has joined the initiative to carry the flavor in their store at 13<sup>th</sup> and Leavenworth also in the Old Market. The Brownie Bar, like Ted & Wally's, is also a locally owned company located in downtown Omaha in operation since November 2019. We recommend the Brownie Sundae to bring everything together in one bite!

Like these wonderful Omaha business you too can show your support for both the community and the North Omaha non-profit organization, Freedomtainment by attending the Omaha Freedom Festival on June 19<sup>th</sup>. For more information on the festival, see: [www.omahafreedomfestival.com](http://www.omahafreedomfestival.com).

***Get your Taste of Freedom Ice Cream Now – While Supplies Last!***

## BACKGROUND - English

### About Freedomtainment



Freedomtainment, a new 501(c)3 non-profit was started amidst the pandemic in early 2020 by Tim Anderson and Calvin Williams, long-term residents of North Omaha seeking to celebrate African American culture and share its rich history with the Omaha community thru Education, Empowerment and Entertainment. Its key programs consist of the Omaha Freedom Festival, Critical Hits, North Side State of Mind and Let Freedom Read. [www.Freedomtainment.com](http://www.Freedomtainment.com).

### About Omaha Freedom Festival



The Omaha Freedom Festival is hosted by Freedomtainment, a 501c3 non-profit organization located in North Omaha, Nebraska, and celebrates the national Juneteenth holiday which honors the emancipation of those enslaved in the United States. The Festival extends the NAACP Juneteenth Parade to an all-day family-friendly event at the Malcolm X Memorial Foundation's outdoor amphitheater. The inaugural Festival will take place on June 19, 2021. [www.OmahaFreedomFestival.com](http://www.OmahaFreedomFestival.com).

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## BACKGROUND – Spanish

### Acerca de Freedomtainment



Freedomtainment, una nueva organización sin fines de lucro 501©3 se inicio en medio de la pandemia a principios de 2020 por Tim Anderson y Calvin Williams, residentes del Norte Omaha por mucho tiempo que buscan celebrar la cultura Afroamericana y compartir su rica historia con la comunidad de Omaha a través de Educacion, Empoderamiento y Entretenimiento. Sus programas importantes consisten en el Festival de la Libertad de Omaha (Omaha Freedom Festival), Critical Hits, North Side State of Mind y Let Freedom Read. [www.Freedomtainment.com](http://www.Freedomtainment.com).

### About Omaha Freedom Festival



El Festival de La Libertad de Omaha esta organizado por Freedomtainment, una organización sin fines de lucro 501 c3 ubicada en el Norte de Omaha, Nebraska, y celebrara el evento nacional del Día de la Emancipación que honrara la Emancipación de los esclavizados en los Estados Unidos. El Festival tendrá un desfile para el Día de la Emancipación presentado por el NAACP y se continuará la celebración con un evento familiar que tomará el resto de la tarde en el anfiteatro al aire libre de Malcolm X Memorial Foundation. El Festival inaugural tendrá lugar el 19 de junio del 2021. [www.OmahaFreedomFestival.com](http://www.OmahaFreedomFestival.com).