

PRESS RELEASE



For Immediate Release
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Ben & Jerry's Scoop Shop Presents "The Simpsons Movie" & Plano Shelter Pets

On Monday, Dec. 17, **Plano Animal Services** will have adoptable dogs and microchipping available at the Ben & Jerry Scoop Shop, 1501 Preston Road, during the national DVD premiere of "The Simpsons Movie" from **3 p.m. to 6 p.m.**

Ben & Jerry's will host the screening of the movie, which is set to be released this summer. In honor of Homer Simpson's flair for flavor, there will be a tasting of a one-of-a-kind ice cream "Duff & D'oh!Nuts." The movie is free to the public and will be viewed from a 30-foot screen in the Ben & Jerry's parking lot beginning at 7:30 p.m.

In keeping with Ben & Jerry's social mission, the "Duff & D'oh!Nuts" ice cream will be scooped out in samples to raise funds for the Plano Animal Shelter. Animal Services will bring a friendly selection of adoptable dogs in need of a loving home –just like the Simpson's family dog Santa's Helper did before he was rescued. They will also offer microchipping at \$15 per pet to help pets improve their chance of making it home after becoming lost.

Pull up your lawn chairs or blankets with a great adoptable dog. The viewing is in the parking lot in front of Ben & Jerry's on the Northwest Corner of Preston & Plano Parkway.

For more information or details, contact the Plano Animal Shelter at (972) 769-4360.

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