

Rabbit Tracks

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Blue Bunny is Rockin' This Holiday Season!

Blue Bunny® has partnered with national a-cappella singing group, Tonic Sol-fa, to create excitement in both the frozen aisle and on-line!

Blue Bunny has co-sponsored Tonic Sol-fa's holiday tour, "On Top Of The World," and in so doing, is capitalizing on their popularity in our core markets to help promote Blue Bunny packaged ice creams in all Hy-Vee stores in Des Moines and Sioux City/South Sioux City, and in all Festival Foods and Knowlan's stores in the Minneapolis area.

The in-store program features a \$1.00 instant redeemable coupon for any Blue Bunny E-56 and an opportunity for consumers to win a V.I.P. Holiday Concert Package. One winner will receive four premium-seating tickets to the Tonic Sol-fa concert in their area, including meet and greet passes, a signed holiday CD and a one year supply of Blue Bunny ice cream. Registration for this sweepstakes is happening in the ice cream aisle in each of these partner stores.

The on-line piece is also exciting as bluebunny.com is featuring a holiday message on our homepage that promotes Tonic Sol-fa and offers a FREE music download from Tonic Sol-fa's new holiday album, "On Top Of The World." "Up On the Housetop" is downloadable and is available to anyone through January 15, 2008, with internet access AND the desire to rock out this holiday season! CD order information, as well as a link to learn more about the group, Tonic Sol-fa, are also available on bluebunny.com.

So get in the spirit and check out this rockin' program both in-store and on-line. The in-store sweepstakes went through Friday, November 23, but the new bluebunny.com homepage is live until January 15, 2008!



L to R - Jared Dove, Greg Bannwarth, Mark McGowan and Shaun Johnson

Tonic Sol-fa: Biography

Although they are simply four voices and a tambourine, Tonic Sol-fa has spent the past decade on the road carving their niche as the nation's top vocal group. In that time, this quartet has been named one of the top five "must see" groups in America, has been awarded numerous original song and album awards in pop, gospel and holiday genres.

By 2000, the quartet was voted into the Midwest Music Hall of Fame.