

NEWS Allen Consulting, Inc. NEWS

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Kids Get Creative with Ice Cream Coloring Contest

Toms River, NJ.... Calling all kids – get out your paints, markers, crayon and glitter and start getting creative for the first annual children’s coloring contest in conjunction with the 8th Annual New Jersey State Ice Cream Festival. In keeping with the theme, the contest entry form features a large ice cream cone for contestants to decorate. Winners will receive recognition on the Downtown Toms River website, be introduced on stage at the festival and receive a \$25 AMEX gift card.

The contest is open to children ages 3 to 12 years of age. A panel of judges will select winners based on entry creativity. Age categories are: 3 - 5 years, 6 – 8 years and 9 – 12 years. One winner will be selected for each age group. Entry forms can be printed from the Downtown Toms River website www.downtowntomsvriver.com or picked up at the following locations: the County Connection booth at the Ocean County Mall, Downtown Toms River’s office, in the Children’s section of the Ocean County Library, Toms River branch, and the information desk of Toms River’s Town Hall. Deadline for entries is July 6 at 5:00 p.m. See entry form for complete contest rules.

Arleen Read, Marketing Director for Downtown Toms River, the group that organizes the festival, says, “We really enjoyed the creativity exhibited by the children when we had the coloring contest for the annual Chili and Salsa Cook-off, so we decided to add a coloring contest to the Ice Cream Festival too.”

The 8th Annual New Jersey State Ice Cream Festival takes place Saturday, July 17th from 11:30 a.m. – 5:00 p.m. on Washington Street in Downtown Toms River. In addition to live entertainment, crafters, food and children’s rides, the festival offers the chance to taste ice cream from 12 different competitors, and then vote for your favorites. Tasting kits can be purchased in advance for \$6 (or \$7 day of event) by calling the Downtown Toms River office at 732-341-8738 or 732-946-2711 or visit the events page at www.downtowntomsvriver.com.

The NJ State Ice Cream Festival is sponsored by Comcast, United Water Toms River, New Jersey Natural Gas, Capone’s Gourmet Pizza & Restaurant, Extra Space Storage, Papetti’s, Allen Consulting and radio stations Magic 100.1 WJRZ and The WRAT.

For additional information on this event or other Downtown Toms River events or to volunteer to assist with them, call 732-341-8738 or visit www.downtowntomsvriver.com.

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