

FOR IMMEDIATE RELEASE

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## THE ICE CREAM IS ON SARASOTA

The Sarasota Convention and Visitors Bureau and Big Olaf treat visitors to a taste of Sarasota

SARASOTA, Fla. (May, 2010) --Beginning **July 5**, travelers stopping by the **Sarasota Visitor Information Center** will leave with more than a head full of exciting information about what to do and see during their time in Sarasota County. The helpful Visitors Center staff and volunteers will serve up **free Big Olaf ice cream** to every visitor that pops in.

The promotion, called “The Ice Cream is on Us,” provides visitors with one free serving of ice cream per person. Big Olaf will offer a variety of flavors, included the classic chocolate and vanilla. Other flavors will change daily.

### Get the Scoop

Big Olaf, which has been family-owned and operated for 25 years, is a much-loved Sarasota tradition with roots in the local Amish community. Created in 1982 in Siesta Village, the shop became known for its fresh, high quality ice cream and continued to expand. The same creamery location on Siesta Key is still in business and three other locations joined the ranks. Big Olaf also provides other ice cream shops with its frozen products.

All Big Olaf ice cream is made in Sarasota’s Pinecraft Amish Village and is churned in batch freezers by local Amish craftsmen. Flavors range from the traditional to unconventional and are grouped according to flavor and consistency (fruit, nut, candy/cookie, specialty and frozen yogurt).

Big Olaf also works with Amish food companies in Amish country in Ohio and Pennsylvania.

For more information on the local gem, to see a list of locations, and for a full list of flavors, visit [www.bigolafs.com](http://www.bigolafs.com).

### Where to Get It

The Sarasota **Visitors Center** is located at 701 N. Tamiami Trail in Sarasota. For more information, call (800) 800-3606 or (941) 957-1877 or e-mail [info@sarasotafl.org](mailto:info@sarasotafl.org).

The Visitors Center’s hours of operation are Monday-Saturday from 10 a.m.-5 p.m.

The ice cream is intended for visitors coming to our destination (Sarasota County) staying in paid lodging.

Ice cream is available “while supplies last”.

Ice cream is limited to one serving per person per visit to the Visitor Center.  
Ice cream is not available to groups and or tours.

To plan your trip to Sarasota, visit [www.sarasotafl.org](http://www.sarasotafl.org). Make sure you get some ice cream on us!