



Primo aka "Team Primo" are the Ben & Jerry's ambassadors for 7 franchises across Georgia, North Carolina, Tennessee, Florida, & Texas. In addition to our role as franchisee entrepreneurs, we are first and foremost activists, committed to improving racial and socioeconomic equity in our local communities. **We are a black owned, black-led, majority POC team within the Ben & Jerry's corporation.** We exist to grow the collective opportunity for marginalized communities across the Southeastern United States.

Throughout the southeast since 2004, we have partnered with over 50 organizations and donated *thousands* of scoops of ice creams, cakes, and hours to causes we feel **passionate about**. We have also participated in 3 elections promoting democracy. Most recently, we participated in the Georgia Senate special election. Some of our partners include: we are (working to extend anti-racism education), Prison Books, Georgia Muslim Voter Project, Target Hunger Houston, Project South, Mentoring Exceptional Leaders, Headcount, United Way, and You Can Vote.

GIVING BACK IS SWEET



<http://bit.ly/SweetDonate>

Donate to one of our partner organizations to support our social mission and for a chance to win sweet prizes



We are always happy to meet with new nonprofits to partner with.

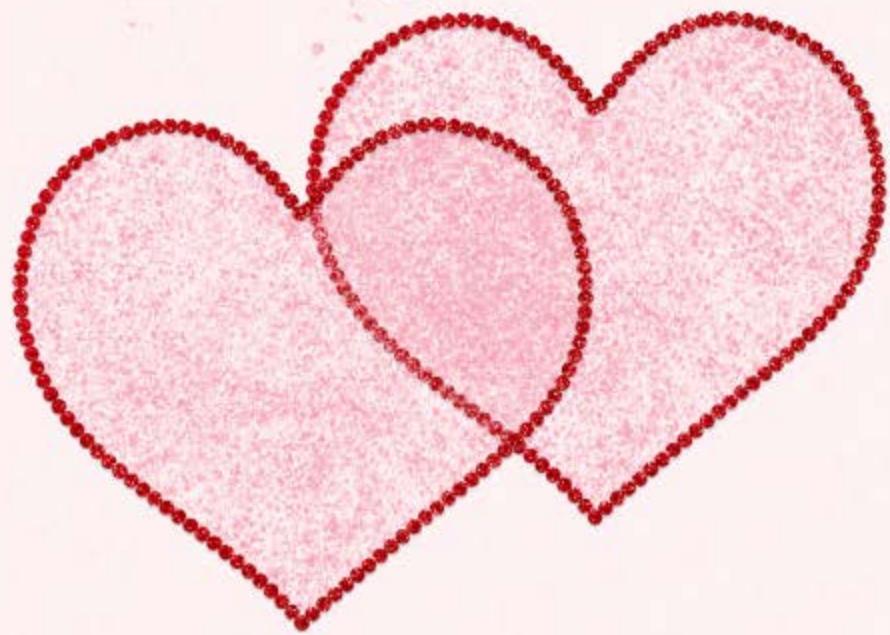
Our three main areas of focus are:

- 1) **Education** (sharing information on our social media/newsletter).
- 2) **Donating scoops of ice cream to** important causes or donating items for auction.
- 3) **Benefit nights.**

If you have something you want to share with us or want to reach out about meeting with us contact anna@iccbenjerry.com for more information. If you want to support our social mission work you may make a donation at <http://bit.ly/SweetDonate>. Choose the value that best matches you and get linked with one of our Core Four. If you are interested in having us come support your event in a COVID conscience way, please fill out this form here <https://bit.ly/PrimoSMCatering>. If the event is virtual you may contact us via email instead.

Finally, if you want to raise money with us through our awesome benefit night program please fill out this form here <https://bit.ly/PrimoBenefitNight> or swipe the QR code above.

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Team Primo

SOCIAL MISSION

