



For Immediate Release

Contacts: Larry Nagengast, Barry's Events, larry@wordsworkforyou.com, (302) 373-5254
Antonio Prado, New Castle County, (302) 395-5108, AMPrado@nccde.org

Old Fashioned Ice Cream Festival at Rockwood Park

Featuring the 'Best Sundae on Sunday'

Food Network cameras to capture festival's highlight

WILMINGTON, Del. — County Executive Tom Gordon invites residents and visitors to the renowned Old Fashioned Ice Cream Festival scheduled to run this weekend at Rockwood Park.

The County Executive believes this could be the best ever Old Fashioned Ice Cream Festival that the County has ever had! This year, the stars are aligned to provide perfect weather, outstanding vendor participation and national television exposure on the Food Network.

County Executive Gordon lauded Barry's Events, event producer and co-sponsor of the festival with the County, for all of its efforts.

"In addition to turning this into a great family event, Barry Schlecker also showcases all the different business establishments in Wilmington and New Castle County for a two-day period," County Executive Gordon said. "Hopefully, 50,000 or more people will experience and enjoy this family picnic and learn more about the establishments participating in the Ice Cream Festival, not to mention the national publicity."

Nine dairies and creators of ice cream treats, from in and around Delaware, will put their best to the test this weekend at the Old Fashioned Ice Cream Festival at Rockwood Park, competing in the festival's first "Best Sundae on Sunday" contest. Sophia Hanson, General Manager of the Department of Community Services, collaborated with

her team to create the 2014 unofficial slogan, “New Castle County is the Ice Cream of the Crop.”

The battle to create the tastiest ice cream concoction will give participants some national attention, as the Food Network’s new “Food Fest Nation” show, including host Anthony Anderson, will be on hand to capture the competition and the enthusiasm of ice-cream lovers of all ages. Anderson will also have the opportunity to experience what event producer Barry Schlecker calls “Delaware’s largest family picnic.”

Participating in the contest will be: HyPoint Dairy, Kilby Cream, UDairy Creamery, Caffé Gelato, the Ice Cream Shop, Sweet Lucy’s, Palateria y Neuvaria Tocumbo, Cajun Sno and Vanderwende Dairy.

A team of professional cooks and food critics will judge the entries. Besides bragging rights, the winner will receive free vendor space at next year’s festival.

In addition to fresh ice cream treats, the festival will feature music all day on two stages — one for adults and the other for younger audiences. Other entertainment at the festival includes an appearance by Doc McStuffins, Spiderman, The Lone Ranger and his great horse Silver and performances by the Juggling Hoffmans, the Brandywine Traveling Zoo, Annie’s Menagerie, Mad Science and Jungle John.

With 25 restaurant and snack vendors, as well as a beer garden, the festival offers food and beverages for everyone’s taste. A variety of games and activities will wrap around the children’s stage. Adults can peruse the work of more than 20 crafters and learn more about 40 local businesses and 20 nonprofit organizations.

Festival hours are 11 a.m. to 6 p.m. Saturday, June 28, and 11 a.m. to 5 p.m. Sunday, June 29. Admission is \$5 for adults, \$1 for children under 12. Free shuttle bus service will be provided between Rockwood and parking lots at Merchants Square, Mount Pleasant High School and the Rockwood Office Park.

For more festival details, go to rockwoodicecream.com.