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I SCREAM, YOU SCREAM...FOR SWEET NEW BOOK EVERYBODY LOVES ICE CREAM

Three scoops, please! **EVERYBODY LOVES ICE CREAM: THE WHOLE SCOOP ON AMERICA'S FAVORITE TREAT** (Emmis Books, \$19.99, July 2004) by Shannon Jackson Arnold is a travel book, a cookbook, and a pop culture history all in one. Whether you're looking for a great ice cream stand nearby, a recipe for rocky road, or what makes an ice cream "super-premium," you'll find it here.

Packed with more than 120 nostalgic photos, 115 easy-to-fix recipes, and 550 listings of the best ice cream parlors in the USA, this charming book is a celebration of America's love affair with ice cream and the essential guide for ice cream lovers everywhere. Arnold covers everything from factory tours to making egg creams, from definitions for various frozen desserts to soda jerk jargon. No other book offers such a comprehensive look at all things ice cream.

July is National Ice Cream Month, and July 18th is National Ice Cream day. On top of that, 2004 is the 100th birthday of the ice cream cone, introduced at the 1904 World's Fair in St. Louis. To celebrate, **EVERYBODY LOVES ICE CREAM** offers readers a "parfait" look at every aspect of this beloved dessert. Find out:

- Where and how ice cream was invented
- How to prevent brain freeze
- How manufacturers make ice cream
- What country offers ice cream in such flavors as ox tongue, chicken wing and cactus
- The 10 signs for spotting a great ice cream stand
- How you can make your own ice cream (and your own toppings and fountain creations, too)
- How and where to order ice cream from online micro-creameries for parties and events

Revealing ice cream's mysterious, ancient beginnings, all the way up to our modern-day love affair with 'boutique' brands, freeze-dried dots, and ice cream memorabilia, **EVERYBODY LOVES ICE CREAM** is a mouth-watering, informative and delightful look at our favorite frozen treat.

Shannon Jackson Arnold's love of ice cream can be traced back to her fifth birthday, when instead of cake she requested half a cantaloupe filled with vanilla ice cream. The former editor of *OHIO Magazine*, she offers workshops for writers through her company, The Inspired Writer, and writes about food and travel for a variety of publications. She currently resides near Milwaukee, Wisconsin, with her dairy-loving husband and milk-sensitive daughter.

EVERYBODY LOVES ICE CREAM: The Whole Scoop on America's Favorite Treat
by Shannon Jackson Arnold
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Shannon Jackson Arnold is available for interviews.
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For more about Emmis Books, please visit www.emmisbooks.com

For more about Everybody Loves Ice Cream, please visit www.everybodylovesicecream.com

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