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Edwards® Frozen Desserts Rewards Florida Mom
With Red-Carpet Experience as “Edwards Goes To”™ Contest Winner
Deserving Floral City Resident to Receive Hollywood Star Treatment
With Trip to Attend World Premiere of Touchstone Pictures’ “You Again”

BLOOMINGTON, Minn. (July 6, 2010) – The makers of *Edwards®* frozen desserts announced today that Bonnie Silver, a resident of Floral City, Fla., is the grand-prize winner in the first-ever “*Edwards Goes To*”™ contest. Silver has won a trip for two to Hollywood, Calif., including tickets to the red-carpet World Premiere of Touchstone Pictures’ major motion picture “*You Again*,” a comedy starring Kristen Bell, Jamie Lee Curtis, Sigourney Weaver, Odette Yustman, Kristin Chenoweth, Victor Garber and Betty White. As a caretaker to three generations of her family, a cancer survivor and a mother figure to the firefighters in her community, Silver embodies outstanding achievement in motherhood, and her nomination stood out from a field of 10 contest finalists.

The “*Edwards Goes To*”™ contest invited Americans to nominate the mother figures in their lives that go above and beyond in their selfless efforts and dedication to others. Silver was nominated by her daughter Heather who recognized her mom’s compassion and her indomitable spirit. Silver channels her efforts, while on disability, to make the lives of her family members and those in her community better. This inspirational woman founded a fire auxiliary unit to support local county firefighters with on-the-scene food and refreshments at all hours of the night. Her numerous roles include being a caretaker for her mother, nursing her husband back to health, and providing shelter to her daughter and grandchildren who have fallen on hard times.

Selected by a panel of qualified judges, Silver and her guest will be rewarded with a once-in-a-lifetime trip to Hollywood, Calif., where they’ll be able to indulge in some well-deserved “me time.” All the contest entries were judged on originality, poignancy and creativity, and Silver’s nomination resonated due to her commitment to both her family *and* her community.

“I was shocked to hear I was nominated, and so overjoyed to learn I was selected as the grand-prize winner,” said Silver. “My family has been through a lot this past year and so this was a much-needed boost. Thank you to my daughter and the makers of *Edwards®* frozen desserts for recognizing me. I’m honored to have been included among so many amazing finalists, and it’s true that we don’t give ourselves ‘me time’ as often as we should.”

Silver and her husband of nearly 30 years, Michael, will experience celebrity-like treatment on their first-ever visit to L.A. with tickets to attend the red-carpet World Premiere of Touchstone Pictures’ comedy “*You Again*” in September, 2010. This first-class trip for two includes round-trip airfare, five-star hotel accommodations and a supply of *Edwards®* Singles Á La Modes to indulge in all-year long.

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“Our top 10 finalists all had truly inspiring stories, yet we were particularly intrigued by Bonnie’s nomination because she seems to give back to everyone in her life except herself,” said Laura Keogh, *Edwards*® brand manager. “Bonnie is an inspiration to both her family *and* her local community. She defines what it means to go above and beyond motherhood duties, and we are delighted that we can honor her and give her a well-deserved vacation.”

To identify the “Edwards Goes To”™ contest winner, 10 unique nominations received through the *Edwards*® Desserts Facebook Fan page were chosen as finalists and America had the opportunity to vote for which mom they felt was most deserving. America voted Tia Hamm as the “Facebook Fan Favorite” which was announced four weeks earlier. Hamm received a “party in a box” to host a red-carpet-inspired viewing party for up to 20 friends. All finalists were rewarded with a \$500 SpaFinder.com gift card to pamper themselves with a spa experience of their choice, and with enough *Edwards*® frozen desserts to keep their freezers stocked.

To read Silver’s grand-prize winning nomination and for official contest rules, please visit www.facebook.com/edwardsdesserts.

About the movie

Successful PR pro Marni (Kristen Bell) heads home for her older brother’s (Jimmy Wolk) wedding and discovers that he’s marrying her high school arch nemesis (Odette Yustman), who’s conveniently forgotten their problematic past. Then the bride’s jet-setting aunt (Sigourney Weaver) bursts in and Marni’s not-so-jet-setting mom (Jamie Lee Curtis) comes face to face with her own high school rival. The claws come out and old wounds are opened in this crazy comedy that proves that not all rivalries are forever. Like us on Facebook: <http://www.facebook.com/YouAgainMovie>. In theatres September 24.

About the *Edwards*® Brand

The *Edwards*® Brand is part of the national brand portfolio of Schwan’s Consumer Brands North America, Inc., an international leader in the frozen foods industry. Based in Bloomington, Minn., Schwan’s Consumer Brands employs more than 2,600 people, and has marketed and distributed premium frozen foods since 1970. As the retail grocery subsidiary of The Schwan Food Company, Schwan’s Consumer Brands offers trusted brands that are represented in more than 50,000 retail outlets across the United States. Its brands include *Red Baron*®, *Freschetta*®, and *Tony’s*® pizzas, *Asian Sensations*® snacks and appetizers, *Larry’s*® potatoes, and *Mrs. Smith’s*® and *Edwards*® pies and desserts. For more information about *Edwards*® Singles with Ice Cream Desserts, go to www.EdwardsDesserts.com.

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