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**FOR IMMEDIATE RELEASE**

## **FREE ICE CREAM!**

**BROUGHT TO YOU BY PORTLAND MALL MANAGEMENT, INC.  
MONDAYS ON THE MALL SUMMER EVENTS!**

**PORTLAND, OR - (August 4, 2011)** – With the heat of the summer in full swing, **Portland Mall Management, Inc.** is providing the public with a cool treat and hosting a **FREE Ice Cream Social** on Portland's Transit Mall featuring Portland's own, **50 Licks Ice Cream!**

On **Monday, August 15th** from **Noon – 1:00pm**, 50 Licks Ice Cream will bring their delicious homemade ice cream featuring unique flavors such as Caramel Apple, Stumptown Coffee, Maple with Bacon among others to **Unico Plaza** for **Mondays on the Mall**. During this event, **1,250 mini ice cream cones** will be given away for free! The ice cream is sure to go fast and attendees are encouraged to arrive at Noon to be sure to get their favorite flavor while supplies last.



For more free fun and activities on Portland's Transit Mall, visit [www.portlandmall.org](http://www.portlandmall.org).

With the recent completion of the \$200 million Mall Revitalization Project, which brought light rail service to the Mall, the Mall was returned to its original architectural excellence and grace. Long-term benefits of this investment can be realized only through ongoing stewardship and timely responses to physical, social and environmental changes in the area. Recognizing this need, a group of private-sector business leaders have partnered with the City of Portland and TriMet to form Portland Mall Management, Inc. (PMMI) a 501(c) public-benefit corporation. PMMI is responsible for daily cleaning services and enhanced security along the light rail streets in the central downtown area; and provides maintenance of the physical infrastructure along the Portland Mall. For more information about Portland Mall Management, Inc., please visit their website at [www.portlandmall.org](http://www.portlandmall.org)



For further details on all of the FREE events and activities held on Downtown's Transit Mall, please visit [www.portlandmall.org](http://www.portlandmall.org) or follow the Square on twitter @pcspdx

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***Pioneer Courthouse Square, Inc.*** is a non-profit organization whose mission is to manage Downtown's central public space, Pioneer Courthouse Square, to achieve an active and healthy downtown core. This goal is achieved through a wide range of public and private partnerships. Pioneer Courthouse Square's annual operating budget is currently \$2.2M composed of cash and in-kind donations.