

Getting To Know The Neighbors Has Never Been So Sweet

(NAPSA)—Suburbia's latest challenge may not be "keeping up with the Joneses," but rather "slowing down and getting to know them." One thing's for sure: more than half of Americans (55 percent) believe they are less familiar with their neighbors today than their parents were a generation ago. According to a recent survey, our hectic schedules are to blame. In this fast-paced world of instant worldwide communications, it's ironic that sometimes the hardest connections to make are with folks just across the street.

A recent survey asked Americans across the country how well they knew their neighbors. Here's the scoop:

- Three out of ten Americans don't know their neighbors first and last names;

- Six in ten Americans who aren't friendly with their neighbors say it's because they're just too busy to create meaningful relationships;

- Fewer than half of Americans have borrowed something, such as a cup of sugar, from one of their neighbors.

Experts say students perform better, people live longer and crime rates are lower when people who live in the same community have a basic familiarity with each other.

In response, Dreyer's/Edy's Slow Churned Ice Cream is dishing up a fun and sweetly old-fashioned way to "break the ice" with new and even long-time neighbors—ice cream block parties. The ice cream company will award 1,500 neighborhoods a "Two Scoop Neighborhood Salute" this July, to coincide with National Ice Cream month.

"Ice cream is the ultimate ice breaker," said John Harrison, Official Taster for Dreyer's/Edy's Grand Ice Cream. "Slowing down and getting to know your neighbors over two scoops of our light ice



An ice cream social is a sweet way to meet the neighbors.

cream is a delightful way to pay tribute to your next door neighbors and your community."

Neighbors around the country can visit www.icecream.com before May 27, 2005 to explain in 350 words or less why their neighborhood deserves a Two Scoop Neighborhood Salute. Entries will also be accepted via U.S. Postal Service mail to Dreyer's/Edy's Slow Churned Ice Cream, Attention: Two Scoop Neighborhood Salute, 5929 College Avenue, Oakland, CA 94618. Contestants must be residents of the United States and at least 13 years old.

The company will announce the winners in June and salute 1,500 neighborhoods with a prize package that includes a doorstep delivery of Dreyer's/Edy's Slow Churned Ice Cream (enough for more than 100 partygoers!) and a "party in a box" (napkins, spoons, nametags, cups and more) so each winner can host a "Two Scoop Neighborhood Salute" on their block this summer.

Whether you just moved in and want to meet everyone on your block or you have lived on your street for twenty years and wish to reconnect with your neighbors, you can slow down and strengthen neighborhood bonds.