



Perry's Ice Cream Co., Inc.
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For immediate release

Media:

Perry's Ice Cream

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Perry's Ice Cream to Host Emergency Response Training on October 10
*Regional Ice Cream Company Partners with the Town of
Newstead Disaster Coordinator to Train Local Emergency Responders*

Buffalo, N.Y. – September 26, 2009 – Perry's Ice Cream Co. Inc. in conjunction with the local emergency services, The Akron and Newstead Fire Departments and The Town of Newstead Disaster Coordinator are conducting a training event at their main facility at One Ice Cream Plaza in Akron, N.Y. The drill will be held on Saturday, October 10 from approximately 8 a.m. to 2 p.m.

The purpose of this event is to exercise emergency plans, response procedures and to provide "hands on" technical practice for emergency response agencies.

"Every day responders put their life on the line every time they answer a call. The least we can do is to honor their request to train at our plant," said Brian Perry, executive vice president and vice chair, Perry's Ice Cream.

Agencies involved in the training will be the Perry's Ice Cream Emergency Response Team, Akron Fire Company, Newstead Fire Company, Clarence Fire Company Hazmat Team, Erie County Hazardous Materials/WMD Emergency Response Team and Emergency Management personnel from the Town of Newstead.

"This exercise will bring together all the agencies that would normally respond to a major incident, including Perry's in-house technical response experts, Akron and Newstead fire company personnel, local police agencies, local government and Town emergency management personnel, as well as emergency response teams from outside our community. All of these agencies need to be able to work closely together to manage an incident and keep our community safe," Said Glenn Joachimiak, disaster coordinator, Town of Newstead.

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About Perry's Ice Cream

Perry's Ice Cream, founded in 1918 by H. Morton Perry and headquartered in Western New York, is a family-owned and operated fourth generation ice cream manufacturer with frozen distribution services. Since its humble beginning, when hand cranks and horse-drawn delivery wagons were used, Perry's has maintained one of the most modern, state-of-the-art production facilities in the country to produce over 13 million gallons per year of great tasting ice cream, one batch at a time. With over 285 employees, Perry's sells and distributes to New York, Western Pennsylvania, New England and Northeast Ohio. For additional information about Perry's Ice Cream, visit www.PerrysIceCream.com.

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