



**FOR IMMEDIATE RELEASE**  
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**BEN & JERRY'S AND BEYONCE TO COLLABORATE ON FIRST FEMALE-  
INSPIRED ICE CREAM FLAVOR**

*Their concoction, Beyoncé's Lemonade Serenade, will be released in honor of Women's History Month.*

**WASHINGTON D.C.**— In honor of Women's History Month, Ben & Jerry's Ice Cream and international music icon Beyoncé will co-host a benefit concert for non-profit Girls on the Run, where they will launch their new co-created, female-inspired ice cream flavor, on Friday, March 2, 2018 at 7 p.m., at Nationals Park, 1500 S Capitol St SE, Washington, DC 20003.

Before the musical artists take the stage, attendees will be able to try the new ice cream flavor, Beyoncé's Lemonade Serenade, which is Ben & Jerry's first to be inspired by women. In line with their commitment to social justice, and inspired by Beyoncé's latest album, the company hopes to set an example of equality considering President Trump's current policies and rhetoric.

**Who:**

Joshua Solheim, CEO of Ben & Jerry's  
Beyoncé  
Elizabeth Kunz, CEO of Girls on the Run

**What:**

Ben & Jerry's and Beyoncé hosting a benefit concert where their new co-created, female-inspired ice cream flavor will be launched.

**When:**

Friday, March 2, 2018 at 7 p.m.

**Where:**

Nationals Park  
1500 S Capitol St SE  
Washington, DC 20003

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