

FOR IMMEDIATE RELEASE

**HEART TUTORING IS A SEMI-FINALST**

**FOR JIMMIE JOHNSON FOUNDATION’S**

**BLUE BUNNY HELMET OF HOPE GRANT**

CHARLOTTE, NC (April 17, 2014) --- The Jimmie Johnson Foundation announced today that HEART Tutoring is one of the 10 semi-finalists eligible for a $25,000 grant. In all, five grants are available through the Blue Bunny Helmet of Hope program. A public vote will take place April 17 through 24 to determine the five grant winners. HEART Tutoring needs its supporters to go to [www.helmetofhope.org](http://www.helmetofhope.org) to show their support by voting.

The Blue Bunny Helmet of Hope program, which began in 2008, allows fans and consumers across the country to nominate not-for-profit (501c3) organizations that support K-12 public education. HEART Tutoring is a math intervention program that provides curriculum and on-site support for volunteer tutors in Title I (high poverty) elementary schools, enabling community members to bring struggling students up to grade level without creating additional work for school staff. More than 120 community members are currently dedicating one hour per week to help struggling students catch up to grade level in math in Charlotte.

“Each student assigned with a tutor develops a keen sense of confidence and academic pride as a result of the intensive, targeted and individualized instruction provided by the tutors,” says Regina J. Boyd, Principal at Winterfield Elementary School. HEART currently serves more than 100 students across Winterfield Elementary and Billingsville Leadership Academy and seeks to serve students at Montclaire Elementary and Highland Renaissance Academy, as well, in 2014/15. See more at www.hearttutoring.org.

“Providing support for K-12 public education is something that has been important to (Wife) Chandra and I since we started our foundation,” Johnson said. “We are really proud of the work we have been able to do through our relationship with Blue Bunny and the Wells Family (makers of Blue Bunny Ice Cream). Our team had a tough, tough job narrowing the field of nominations to 10 semi-finalists. Now is the fun part – watching to see how each group mobilizes their efforts to get out the vote.”

In addition to a $25,000 grant, program grantees will receive a Blue Bunny ice cream party and special recognition on Johnson’s race helmet during the Sprint Cup Series race July 27 at Indianapolis Motor Speedway. To date, the Blue Bunny Helmet of Hope program has contributed more than $560,000 to 71 different charities.

For additional information and to vote for HEART Tutoring, visit www.helmetofhope.org.

About the Jimmie Johnson Foundation

Chandra and Jimmie Johnson launched the Jimmie Johnson Foundation in February 2006. Johnson, the six-time NASCAR Sprint Cup champion, drives the No. 48 Lowe’s Chevrolet SS in NASCAR’s top series. The mission of the foundation is to assist children, families, and communities in need throughout the United States. The foundation has committed more than $6.7 million to various charities. The Foundation currently focuses on K-12 public education. For additional information on the Jimmie Johnson Foundation, please visit [www.JimmieJohnsonFoundation.org](http://www.JimmieJohnsonFoundation.org).

About Blue Bunny

Wells Enterprises, Inc., maker of Blue Bunny ice cream, is the largest privately held, family-owned ice cream and frozen treat manufacturer in the United States. The company was founded in 1913 and is headquartered in Le Mars, Iowa, the Ice Cream Capital of the World. Wells produces more than 1,100 ice cream and frozen novelty products, including its signature brand, Blue Bunny®, super premium brand, 2nd St. Creamery™, and the iconic Bomb Pop®. Wells also manufactures licensed frozen treat brands including Yoplait® frozen yogurt and Weight Watchers® frozen novelties. Visit bluebunny.com.

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