



FOR IMMEDIATE RELEASE

HEART TUTORING'S LOGO TO APPEAR ON JIMMIE JOHNSON'S HELMET AT THE BRICKYARD

CHARLOTTE, NC (July 25, 2014) --- Jimmie Johnson revealed today the Blue Bunny Helmet of Hope design he will wear during this weekend's Sprint Cup Series race at Indianapolis Motor Speedway. HEART Tutoring is one of five winners to receive a \$25,000 grant, a Blue Bunny ice cream party and logo placement on Johnson's helmet this Sunday.

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 and to date, has contributed more than \$560,000 to 71 different charities.

HEART Tutoring helps elementary students who are performing below grade level build a strong foundation in math and enthusiasm for academics by directing volunteers to work as one-on-one tutors during the school day. HEART provides an engaging curriculum and on-site support, enabling volunteers to effectively help struggling students without creating additional work for school staff. The new and growing program was designed by Social Venture Partners and Charlotte-Mecklenburg Schools (CMS) and seeks to support 200 students across four Title I elementary schools in 2014/15.

Emily Elliott, Executive Director of HEART Tutoring says, "We are thrilled and thankful that Jimmie Johnson is lending his name and endorsement to support the work of HEART and others in K-12 education. Both the publicity and the funds are invaluable. Our volunteers, supporters, friends, and family who voted so diligently will enjoy watching the helmet zoom around the track this weekend! Also, we hope that anyone in Charlotte who can give one hour per week to work with an elementary student will [join HEART](#) as a tutor this year!"

"The helmet looks phenomenal," Johnson said. "The five winners are each very deserving organizations. I will wear their logos with pride. Chandra (wife) and I are very proud of the Blue Bunny Helmet of Hope Program. The partnership with Blue Bunny enables us to support some great organizations that assist K-12 public education. We are very grateful!"

"After the submission of so many quality nominations, the thousands of votes cast and the amazing effort by the winning five organizations to secure voting it will be exciting to see the helmet on the track in what's sure to be an exciting race," said Mike Wells, president and CEO, Wells Enterprises, Inc., maker of Blue Bunny ice cream. "We are extremely proud to once again support the incredible work and commitment displayed by each of the organizations to assist K-12 public education."

For additional information 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.

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.

About HEART Tutoring

HEART Tutoring, Inc. was developed by Social Venture Partners in conjunction with Charlotte Mecklenburg Schools (CMS) and Communities In Schools (CIS) in 2010. The collaborative effort is based on the belief that volunteers can be powerful change agents in the academic progress of students when provided with the tools they need to be effective. To date, 315 students have been tutored, and 98% have met program growth targets in math. For more information on becoming a tutor, visit www.hearttutoring.org/become-a-volunteer .

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