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**DATE:** March 8, 2007

**FROM:** Shelley Cook  
Melinda Wenk

**RE:** Calendar Listing for Wild About Harry's Flavor Contest Benefiting  
Texas Scottish Rite Hospital for Children

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Dear Editor,  
Please include the following information in your calendar listings through March 23, 2007.  
If you have any questions about the listing, please feel free to contact us. Thank you.

**WHAT:** **Wild About Harry's Flavor Contest**  
Wild About Harry's located on Knox Street in Dallas is offering customers the opportunity to select a new frozen custard flavor to be featured at the store benefiting Texas Scottish Rite Hospital for Children (TSRHC).

**WHEN:** **January 29 to March 23, 2007**  
January 29-February 14  
Customers can submit flavor suggestions to Wild About Harry's at [www.wildaboutharrys.com](http://www.wildaboutharrys.com) or by sending an email to [vote@wildaboutharrys.com](mailto:vote@wildaboutharrys.com). Suggestions should include the name of the flavor and how it should taste.

February 16-24  
Two flavor submissions will be selected and created.

February 26-March 17  
Customers can sample and vote for one of the two flavors (Campfire and Bubble Gum) at Wild About Harry's. In addition to customers' votes, Harry will establish a voting panel that will account for 50 percent of the votes for the best flavor. Voting ends on March 17.

March 23  
Announcement of the new Wild About Harry's flavor.

**WHERE:** **Wild About Harry's**  
3113 Knox Street  
Dallas, Texas 75205

**WHY:** All proceeds of new flavor sales benefit TSRHC.

**CONTACT:** To sample and vote for a new flavor, visit Wild About Harry's at 3113 Knox Street in Dallas, or for more information visit the TSRHC Web site at [www.tsrhc.org](http://www.tsrhc.org).

**ABOUT TSRHC:** Texas Scottish Rite Hospital for Children is one of the nation's leading pediatric centers for the treatment of orthopedic conditions, certain related neurological disorders and learning disorders, such as dyslexia. There is no charge to patient families for treatment at the hospital, and admission is open to Texas children from birth to 18 years of age. For more information, to volunteer or to make a donation, please call (214) 559-5000 or (800) 421-1121 or visit [www.tsrhc.org](http://www.tsrhc.org).

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