

IN THE MOOD FOR ICE CREAM THIS SUNDAY? FEEL FREE TO INDULGE. IN FACT, YOU HAVE THE SUPPORT OF THE U.S. CONGRESS AND THE PRESIDENT OF THE UNITED STATES.

SUNDAY, JULY 21 IS THE 30TH ANNUAL CELEBRATION OF NATIONAL ICE CREAM DAY, AND WHILE THE DATE MAY NOT HAVE THE CACHE OF INDEPENDENCE DAY, IT'S A NOTEWORTHY SUMMER OCCASION WITH A HISTORY AS RICH AS ICE CREAM ITSELF.

NATIONAL ICE CREAM DAY WAS FIRST RECOGNIZED IN JULY 1984 BY A PRESIDENTIAL PROCLAMATION ISSUED BY THEN-PRESIDENT REAGAN. THE MEASURE DESCRIBED ICE CREAM AS "THE PERFECT DESSERT AND SNACK FOOD," AND IT PRAISED THE FROZEN TREAT'S MASS APPEAL FOR CONTRIBUTING TO THE NATION'S ECONOMY. CONGRESS APPROVED THE PROCLAMATION – AND NATIONAL ICE CREAM DAY WAS BORN.

TO TAKE PART IN THE 30TH ANNIVERSARY OF NATIONAL ICE CREAM DAY, ICE CREAM SHOPS COAST TO COAST WILL OFFER DEALS AND FREEBIES. AND BRANDS LIKE DOVE ICE CREAM ENCOURAGE CONSUMERS TO ENJOY A RICH, CREAMY DOVEBAR AND SHARE SPECIAL NATIONAL ICE CREAM DAY CONTENT WITH FANS ON FACEBOOK.

IF YOU CAN'T GET YOUR HANDS ON ANY ICE CREAM THIS SUNDAY, THAT PROCLAMATION DECLARED JULY AS NATIONAL ICE CREAM MONTH. SO YOU HAVE TIME TO SAVOR A DELICIOUS AMERICAN CLASSIC.