

Ben Cohen Leads a “Stampede” at Virginia Key GrassRoots Festival Culture Camp

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FOR IMMEDIATE RELEASE

The co-founder of Ben & Jerry’s Ice Cream will speak at length about his Stampede campaign to get money out of politics – and serve ice cream

Miami, FL – January 27, 2015 – Ben & Jerry’s co-founder **Ben Cohen** has spent nearly four decades working to bring the world tasty frozen confections from his company’s home base in Burlington, VT. Now the Socially-conscious, entrepreneurial superstar is heavily-invested in freezing big money out of the American political system via a Constitutional Amendment through his **Stamp Stampede** campaign. He will be on hand to personally lead a workshop about the ins and outs of getting money out of politics during the opening day of the **Virginia Key Grass Roots Festival of Music, Art & Dance’s Culture Camp** on February 15, 2015, beginning at 9 a.m.

The Stampede utilizes the viral way that paper currency circulates to create a “petition on steroids” by turning money into media. The way to do it is simple: legally rubber-stamping messages like “Not 2 B Used for Bribing Politicians” and “Stamp Money Out of Politics” on the nation’s currency. More than 30,000 people from every state in the union are now participating.

The workshop will begin with a humorous anecdotal history of Ben and Jerry’s, the theory and practice of socially responsible business, and how the Stampede grew out of those same values. Featured activities include: a demonstration of the Stampede Machine, a live participative enactment of **Pete Seeger’s “Giant Seesaw Parable;”** and money stamping (Stampede stamps will be available for purchase). Participants are encouraged to bring lots of dollar bills with them for stamping (they get to keep their money after it’s been adorned).

The marketing and political organization of the Stampede, which now involves more than a million Americans, will be covered in the context of America’s campaign reform movement. Discussions will also include the current state of policy both nationally and in each state. Plenty of ice cream and stamps will fuel the discussion.

The location of this and all events is the **Historic Virginia Key Beach Park**, 4020 Virginia Beach Drive, Miami, FL 33149. Culture Camp tickets are available online - view the full schedule and purchase tickets online, click here: virginiakeygrassroots.com/event/virginia-key-grassroots-culture-camp-2015. The cost

to attend each day of unlimited workshops is \$25 and includes dinner and a dance. Children under 12 are admitted free to all events.

To learn more about the Stampede campaign, visit www.stampstampede.org. For more information about the festival, call [786.409.5261](tel:786.409.5261).

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ABOUT GRASSROOTS

The original **Finger Lakes GrassRoots Festival** began in 1990 as a benefit concert to support a local AIDS organization in Ithaca, NY. Encouraged by the success of that night, a decision was made to create an annual festival dedicated to raising money for the fight against AIDS, while supporting arts and education. With the help of countless volunteers, the Finger Lakes GrassRoots Festival has become an internationally-recognized event with a focus on traditional and contemporary roots music and dance from all over the world. For four days every July, the festival hosts more than 60 performing groups on four stages at the **Trumansburg Fairgrounds** in central New York, near the university town of Ithaca.

Twelve years later, the **Shakori Hills GrassRoots Festival** was launched on a 75-acre farm in rural North Carolina near the triangle cities of Raleigh, Durham and Chapel Hill. Twice a year, in April and October, thousands of people attend the event to revel in great music, sweat it out on the dance floor, celebrate the arts, and build community. The site has since become the **Shakori Hills Community Arts Center**, a non-profit organization created to strengthen the community through music, arts and education.

The festival is down south for the winter once again, having found an amazing site, the **Historic Virginia Key Beach Park**, just off the coast of Miami, FL. It's the ideal spot for the fourth annual season **Virginia Key GrassRoots Festival**.

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