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FOR IMMEDIATE RELEASE

**MUSG TO SPONSOR PRESENTATION BY BEN & JERRY'S CO-FOUNDER**

MILWAUKEE (April 10, 2009) “Entrepreneurial Spirit, Social Responsibility and Radical Business Philosophy” featuring Ben & Jerry’s co-founder Jerry Greenfield, will be hosted by the Marquette University Student Government Speakers Commission on Monday, April 20 at 7:30 p.m. in the Weasler Auditorium.

According to benjerry.com, Jerry Greenfield and Ben Cohen founded Ben & Jerry’s Homemade Ice Cream Scoop Shop in Vermont in 1978. Decades later, Ben & Jerry’s has expanded to offer their ice cream in supermarkets and is a prominent name in the ice cream industry. Along with offering unique flavors, Ben & Jerry’s employs innovative and socially responsible business practices.

Greenfield will discuss Ben & Jerry’s three-part interrelated social, product and economic mission. Ice cream will be served after Greenfield’s presentation.

“This event will unite fun and education because students will learn about Ben & Jerry’s socially responsible business model while also enjoying free ice cream,” Speakers Commissioner Becky Moylan said.

For more information on MUSG’s news and events, visit <http://musg.mu.edu> or contact the MUSG office, AMU 133.

The mission of Marquette University Student Government is to identify, understand, actively address and represent students' needs, concerns, and interests through acts of leadership and service, which reflect Catholic, Jesuit ideals and contribute to the betterment of the Marquette University community.

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