



'RATS AT McBRIDE

The Richmond RiverRats open their home schedule at 7:05 tonight against Danville. Follow the action at www.pal-item.com.

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Ritter's to honor area parents

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Palladium-Item

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RICHMOND, IND. 75 CENTS

RICHMOND | RITTER'S FROZEN CUSTARD



Palladium-Item photo by Joshua Smith

Moms and dads will be lining up at Ritter's Frozen Custard at 3005 E. Main St., Richmond, on Sunday as the shop celebrates National Parent's Day in recognition of the important roles of parents.

Free scoop in honor of mom and dad

Local frozen custard chain establishes National Parent's Day and offers a free scoop of ice cream on Sunday to parents

AMANDA WOODS
FOR THE PALLADIUM-ITEM

Many brands pick just one parent to celebrate, but Ritter's Frozen Custard disagrees with that philosophy.

The company has created a new holiday to recognize instead, National Parent's Day, bringing together parents to thank them for the important roles they play each day by giving them a free scoop of ice cream.

Ritter's will celebrate its newly created holiday Sunday. Throughout the day, moms and dads can enjoy a free scoop of ice cream at the Richmond Ritter's, 3005 E. Main St.,

RITTER'S FROZEN CUSTARD

- Established in 1989 by John and Bonnie Ritter in Franklin, Ind.
- Ritter's has grown to 31 locations nationwide.
- Ritter's Facebook has 7,000 fans online

or any of the company's other 31 locations.

"Everyday life is full of decisions. For us, we voided the decision of which holiday to support and created our own," said Tiffanie Morrison, Ritter's marketing coordinator. Ritter's plans to make the holiday an annual event.

"We see it as a commu-

nity service rather than a business move," said Will Moistner, owner of the Richmond Ritter's. "It's a celebration of our great customers who, year after year, continue to support their Ritter's indulgence." Moistner hopes to see a good turnout.

"We've done some retraining of the crew to let them know how to handle crowds," Moistner said. "There's never been a Parent's Day before, so I'm not sure how much ice cream we'll need, but I can guarantee we're overprepared."

Ritter's, as a whole, anticipates distributing more than 800 pounds of ice cream Sunday.

The idea to create a holiday began when Ritter's fans brought up the topic on the company's Facebook page.

"We are using the power of social media to connect with our fans in their personal spaces," Morrison said, noting the fan page has well more than 7,000 fans.

Ritter's Frozen Custard was founded by John and Bonnie Ritter in 1989 in Franklin, Ind., after perfecting their own frozen custard recipe. Since its debut, Ritter's has grown nationwide to 31 locations. The Richmond franchise opened in the spring of 2007.

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