

Skowhegan Family-Owned Businesses Partner to Benefit Sweet Dreams Project *Gifford's Ice Cream, Hight Dealerships, and Animal Medical Clinic Team Up*

SKOWHEGAN, ME — NOVEMBER 20, 2020 — The holiday season is here and with it comes excitement for the first snowfall, time with family, giving and receiving gifts, and delicious food. However, it's also a wonderful time of year to show your appreciation by giving back to your local community. With this sentiment in mind, Gifford's Ice Cream has teamed up with Hight Dealerships and Animal Medical Clinic to benefit a local charity called the Sweet Dreams Project. For the fifth year in a row, this charitable giving campaign will focus on providing children in-need with a new book, PJs, and toys to open during the holidays. Gifford's, Hight, and Animal Medical Clinic are working together to spread the word about Sweet Dreams and helping to collect donations through December 6, 2020. Donations can be dropped off at:

- Hight Chevrolet located at 29 Madison Avenue, Skowhegan, ME
- Hight Ford located at 242 Madison Avenue, Skowhegan, ME
- Federated Church located at 13 Island Ave, Skowhegan, ME. Please note that children's caregivers can sign up for gift bags by calling the Skowhegan Federated Church at 207-474-2776.

The goal? *Bring warmth to the community and give kids a holiday memory they'll look back on fondly.*

"As we head into the holiday season, Gifford's is excited to partner with local family-owned and operated businesses to give back to the community we were born and bred in," said Lindsay Gifford-Skilling, CEO of Gifford's Ice Cream. "This is our home and being part of this project means a lot to us. We hope that other community organizations and Skowhegan residents will help us in giving back to Sweet Dreams to make the holidays extra special for kids in our town as we continue to navigate pandemic challenges."

"If there is a silver lining to the COVID epidemic, it is how our community has come together to help our fellow neighbors," said Sam Hight. "We - the Hights - are always honored to help these wonderful, local programs."

"During the holiday season it is natural to be grateful for all that we have and for us that means helping our community that has given us so much. We take the commitment to our community very seriously and we feel giving back is a responsibility," said Reid Gibson, owner of Animal Medical Clinic. "This is a perfect time of year to partner with two other local businesses who share our same values. We want to help children in need and encourage holiday spirit in these trying times."

Sweet Dreams Hits Half a Decade Milestone for Giving Back to Skowhegan Kids

Since 2016, the Sweet Dreams Project has given gifts to children in Skowhegan during the holiday season with the hopes of lifting their spirits and bringing families together. In its first year, the project donated 114 sets of PJs and books to local community members. In 2019, the program donated over 400 gift sets. This year, they're doing all they can to make an even larger donation.

Deb Tanner, Skowhegan Area Middle School Teacher and founder of the Sweet Dreams Project, is a dedicated public servant who was named Somerset County Teacher of the Year in 2015. Since then, Tanner has dedicated thousands of hours to do more and give more to the

kids she teaches. Running on the generosity of local partners and contributors from across the country – including many out of state donors reaching from New Hampshire to as far as Florida – Tanner’s vision for the program grows annually.

“I’m so thrilled to have Gifford’s, Hight’s, Animal Medical Clinic, Charlie and Sons, and Skowhegan Education Association on board this year,” said Tanner. “Having the support of local organizations means a lot to me and other Sweet Dreams organizers. Thanks for helping make what can be a tough season a little brighter for Skowhegan residents.”

Donations for Sweet Dreams Project will be accepted through December 6, 2020 at the aforementioned locations. Those interested in giving to the cause can provide PJs and an age-appropriate book and toy in their donation package. If you plan to wrap your gift, please note the gender and size for the PJs, as well as the intended age of the book and toy. Distribution of toys will be conducted on December 14, 2020.

For more information about Sweet Dreams, please contact Deb Tanner at dtanner@msad54.org.

Further Ways to Give Back in Skowhegan This Holiday Season

Looking for other ways to give back to the Skowhegan community this season?

- Skowhegan Education Association Toy Drive: To further benefit the Sweet Dreams Project, the Skowhegan Education Association is hosting a toy drive at all Skowhegan schools. The timeline for this toy drive aligns with the Sweet Dreams Project with donations being accepted through December 6, 2020 at all Skowhegan schools. Thank you to all school staff and community members for your contributions to this drive.
- JingleFest 2020 Stuff the Trailer Towriffic Toy Drive: Gifford’s is proud to support the Skowhegan Information Center/Chamber of Commerce in partnering with United Way of Mid-Maine for JingleFest 2020 and this year’s Stuff the Trailer Towriffic Toy Drive. Anyone that drops off toys on December 12, 2020 at Skowhegan Information Center/Chamber of Commerce, Hight Dealerships, Charlie and Son Sales and Service, or T&B’s Outback/Central Maine Family Fun Center, will be entered to win a \$100 gift card to George’s Market.
- Charlie and Sons Toy Drive: Charlie and Sons Sales and Service will be hosting a toy drive the weekend following Thanksgiving (Friday, November 27 through Sunday, November 29) at Walmart, 60 fairgrounds Market Pl, Skowhegan, ME 04976

“From our families to yours, we thank everyone in Skowhegan and across the country for helping us make these charitable campaigns successful in 2020,” continued Lindsay Gifford-Skilling. “This may have been a hard year for many, but hopefully we can end it on a bright note.”

About Gifford’s Famous Ice Cream

Gifford’s Famous Ice Cream is a fifth-generation, family-owned company that still makes ice cream the old-fashioned way – from scratch, with fresh milk and cream from local dairy farms. Their antique Cherry Burrell freezers slow churn the most delicious, creamiest ice cream possible to make the world’s best ice cream in New England for New Englanders. The company has earned numerous international and national “First Place” and “World’s Best” awards for its premium ice cream, frozen yogurt, and sherbet. Gifford’s is also the official ice cream of the New England Patriots and Boston Bruins and has created signature flavors for each team and

their fans. As New England's ice cream, the company sells its products throughout New England and has five famous ice cream stands in Maine. For more information visit www.giffordsicecream.com. Follow Gifford's Ice Cream on [Facebook](#), [Twitter](#) and [Instagram](#).

About Hight Dealerships

Founded in 1911 by Walter H. Hight, the Hight Family of Dealerships have been serving the automobile needs of central and western Maine for over ten decades. Now consisting of four dealerships: Hight Ford in Skowhegan; Hight Chevrolet Buick GMC in Skowhegan; Hight Chrysler Dodge Jeep Ram in Madison; and Hight Chevrolet Buick GMC in Farmington. The Hight Family of Dealerships are the only National Automobile Dealers' Association (NADA) century Award winner in New England – an award given to automobile dealers that have held their dealerships under one family for 100 consecutive years. Hight Family of Dealerships, Skowhegan, Maine. 207-474-3334. www.hightauto.com

About Animal Medical Clinic

Animal Medical Clinic has been providing compassionate veterinary care to companion animals in central Maine for over 70 years. The veterinarians, technicians, and staff provide the highest quality of veterinary service in a friendly, caring environment while providing personalized care for the specific needs of your pet. Our health care team has been selected for their commitment to pet health, their experience and expertise, and their sensitive delivery of service. Our veterinarians and team members know how important your pet is to you. To meet their essential needs, we provide a full service hospital including preventative wellness care, soft tissue and orthopedic surgery, dental care, state of the art laboratory services, and more. We encourage you to visit us on the web at www.animalmedicalclinic.us, follow us on [Facebook](#), or reach out to the office directly at (207) 474-8376.