

For Immediate Release

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## High's Mooves into the Holidays with a Few New Traditions

**Baltimore, Maryland (December 5, 2018)**— Each year High's brings back their delicious, world renowned eggnog and eggnog ice cream just before Thanksgiving to kick off their High's for the Holidays Campaign. This campaign will run until December 31, 2018 and will encompass special in store promotions, charitable giving events and even a little gift giving for their front-line employees.

High's has already put out holiday party geared promotions –

- Liquid eggnog half gallons and quarts of eggnog ice cream 2/\$8
- 12-piece bone in chicken and family potato wedge for \$12.99
- Weekend Special: 8 pc bone in chicken \$7.99
- \$1 2-liter Coke Products

The High's Corporate Staff delivered gifts to each associate out in the field on Friday, November 30<sup>th</sup>. Several employees gave up time outside of their normal work day to put together presents for all front-line associates – each gift bag had a unique High's/Carroll Fuel ornament and an ugly Christmas t shirt that was designed in house by a member of our management team.



All associates will wear their t shirts as an approved part of their uniform until the end of the month. This is the second round of uniform shirts that were hand delivered as a part of High's ongoing employee appreciation celebrations. The T shirts will also be worn by those participating in the various High's for the Holidays events during the season such as a Christmas Tree Lighting outside of our store in Deale MD, Christmas in St. Michaels, The WBAL Kids Campaign and at the Game Day Firehouse.

High's is excited to give back to our communities and get involved. High's and Carroll Fuel work together each year to participate in a food drive that benefits local families. There are donation boxes set out at each store as well as at the corporate office, through which customers and employees can make food donations.



In addition to this, High's is proud to work alongside WBAL and 98 Rock to support their fundraising efforts for the WBAL Kids Campaign and the Game Day Firehouse. High's will provide coffee, eggnog and a few other holiday favorites during the Kids Campaign live broadcast at Valley View Farms on December 20<sup>th</sup> and 21<sup>st</sup>. High's will also provide eggnog to make the featured drink at the Game Day Firehouse throughout the season. Proceeds from the featured drink will be donated directly to the Baltimore Firefighters Widow and Orphan Fund.



### About High's

*In 1928, the High's brand was born— the ice-cream store chain grew rapidly throughout the Mid-Atlantic States. At one time there were more than 500 locations, making High's the largest ice-cream store chain in the world!*

*In 2012, Carroll Independent Fuel acquired High's and began to build off of the strong heritage that everyone knows and loves. Today, High's is a chain of 48 convenience stores run by a team of 500 individuals*