
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

June 13, 2008

Ald. Michael J. Murphy
(414) 286-3763

It's Frozen Custard To The Rescue *Milwaukee Ice Cream & Custard Landmark Celebrates 70 Years*

This weekend marks the 70th year of operation for Gilles Frozen Custard, Milwaukee's oldest custard stand at 7515 W. Blue Mound Rd. The business, first opened in 1938 by Paul Gilles and later sold to the Linscott family, has long been a Milwaukee staple.

The 10th District business has been a prime location for teenagers' first jobs and goes hand in hand with all things Milwaukee by staying open late for Brewers' fans and supplying the area with custom flavored custards. Gilles will be hosting weekend events to celebrate their role in Milwaukee culture beginning **Saturday, June 14 and Sunday, June 15 from 11 a.m. to 6 p.m.** The business will host contests, cookouts and specials to thank patrons for their loyalty.

District 10 Alderman Michael Murphy said, "After such a depressing week (flooding) it's nice to have a lighthearted and delicious change in direction, and that's what Gilles represents for generations of Milwaukeeans."

Mayor Tom Barrett said, "My mom and dad introduced me to Gilles Frozen Custard many years ago. I am proud to say that I have continued that fine tradition with my family. Gilles' custard is a Barrett family favorite."

Family-centered events predominate the weekends' activities and the Gilles Cone Kids will be on hand to help distribute balloons, prizes and all the custard treats the business is known for. "Anything that makes my daughter Maggie run and jump for joy—which is exactly what Gilles Chocolate Decadence does—is the perfect reason to join in the celebration this weekend," Ald. Murphy said. "What better way to spend a sunny summer afternoon than to be at Gilles enjoying some of the best frozen custard in Milwaukee," he said.

Both Ald. Murphy and a representative of the Mayor's office will be at Gilles on Sunday, June 15 to honor the business with a Common Council commendation and a Mayoral proclamation.