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FOR IMMEDIATE RELEASE

Jeremiah's Italian Ice selects &Barr as media agency of record for Orlando market area

ORLANDO, Fla. (August 13, 2024) – [&Barr](#) announces its selection as media agency of record for Jeremiah's Italian Ice. The agency is establishing the first-ever marketing co-op in the frozen dessert brand's largest and longest-standing designated market area (DMA), Orlando.

"We are excited to see what this new partnership has in store for our Orlando DMA," said Michael Keller, president and CEO of Jeremiah's Italian Ice. "All that we accomplish in our hometown market with &Barr will provide invaluable knowledge and insight as our franchise family continues to grow, introducing Jeremiah's vibrant, unforgettable brand to dessert lovers across the nation."

The agency is providing paid media strategy, planning, placement and buying and management services to drive awareness, traffic generation and sales in physical and online stores throughout Jeremiah's 31 Orlando locations.

"This is an amazing opportunity for both Jeremiah's Italian Ice and &Barr," said Pete Barr Jr, president and CEO of &Barr. "Decades of award-winning service and relationship-forging in the Orlando market sets our agency apart. This will be essential in helping Jeremiah's deliver the right messaging to its best audiences."

For more than 27 years, Jeremiah's Italian Ice has served consumers frozen delights, including Italian ice, ice cream and gelati, to now more than 150 locations in 11 states. This partnership brings together the Orlando-based dessert giant with Central Florida's longest-standing advertising agency.

About &Barr

&Barr is a full-service advertising agency providing integrated services, including branding; creative; public relations; account service; social media; and traditional and digital media and analytics. As Florida's oldest, largest, independently owned agency, &Barr serves a diverse roster of national and international brands, including Florida's Space Coast Office of Tourism, Massey Services, Rosen Hotels & Resorts, Space Coast Credit Union and the YMCA of Central Florida, among others. Celebrating more than 67 years in business, &Barr's headquarters is located on Lake Eola in the heart of downtown Orlando, Fla., and the company is proud to be a

locally founded, multi-generational, family-owned agency. For more information, visit www.andbarr.co.

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