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New Ice Cream Flavor To Help Cure Cancer

Some Scoop Proceeds To Help Fund Research

POSTED: 5:27 pm EDT August 8, 2008 UPDATED: 7:49 pm EDT August 8, 2008



CINCINNATI -- Beginning Saturday, ice cream lovers can buy a scoop of a unique flavor and help raise money for children with cancer.

Elena's Graeter Hope Blueberry Pie will be available for a limited time at all Graeter's locations, and it's named after 6-year-old Elena Desserich, who died last year from brain cancer.

"Elena loved art and Elena loved ice cream," said her father, Keith Desserich.

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the cure got started," said Keith Desserich.

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A friend of the Desserich family bid on and won a chance to create his own Graeter's flavor, and he mixed vanilla ice cream with ripe blueberries and flaky pie crust.

A portion of the proceeds will be contributed to the Cure Starts Now Foundation, which helps children with cancer and their families.

"I think it's important to do something that we couldn't do for our own daughter, and that's really how

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