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**FOR IMMEDIATE RELEASE**  
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## **Blue Bell, Norma's Cafe Celebrate National Ice Cream Day with Free Ice Cream for All Customers**

*Dallas residents get a sweet break from the Texas heat on July 23*

**(DALLAS)** – In honor of National Ice Cream Day, [Blue Bell Creameries](#) is teaming up with [Norma's Cafe](#), the original Dallas dining icon, to offer guests a free, 3-ounce cup of Blue Bell ice cream. Guests at either of the [two Norma's Cafe Dallas locations](#) will benefit from this special giveaway on **Monday, July 23 beginning at 10:30 a.m.** Free ice cream will be available throughout the day, while supplies last.

“This promotion allows guests to receive a free tasting of Blue Bell ice cream, while enjoying their favorite Texas-style home cooking at Norma's Cafe, which could mean some A la mode cobbler,” said [Ed Murph, owner of Norma's Cafe](#). “We appreciate the support of a Texas treasure in Blue Bell helping us celebrate this fun holiday with our loyal guests.”

Norma's Cafe guests will receive their free cup of Blue Bell vanilla ice cream, complete with the wooden spoon, and are encouraged to pair this cool deal with Norma's Cafe hot fruit cobblers, mouth-watering cakes or famous [Mile-High Cream Pies](#)™. This delicious giveaway is for dine-in guests only and can be redeemed with any purchase, one per person.

“Norma's Cafe's dedication to giving back to the community reflects our passion for providing our own customers with the best ice cream, yogurt and sherbet,” said **John Goletsky, regional manager for Blue Bell Creameries**. “We are proud to travel from Brenham and partner with Norma's Cafe on this fitting day for us.”

For more information about the Norma's Cafe on W. Davis Street or Dallas Parkway, having Norma's Cafe cater your next meal or ordering its famous Mile-High Cream Pies™, call **(972) 820-5871** or visit [www.NormasCafe.com](#).

### **About Norma's Cafe**

Norma's Cafe is a Dallas home cooking institution. Founded in 1956, Norma's Cafe serves up hot, fresh, and savory home-style meals, with a sinful Texan flare, which are sure to make your mouth water. The original location has been operating in Oak Cliff for more than 50 years. The newest location is on Dallas Parkway in North Dallas. Norma's Cafe is the rare type of cafe that one can stop by for a cup of freshly brewed coffee or a full-on family meal and leave equally satisfied. Norma's Cafe staples include big breakfasts, characterized by fluffy biscuits and gravy, satisfying dinners with award-winning chicken fried steak, and homemade, Mile-High Cream Pies™ for dessert. Norma's Cafe is the one, the only, the original.