



Greenfield of Ben & Jerry's to Address Chicago Market

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CHICAGO—Jerry Greenfield, co-founder of Ben & Jerry's Ice Cream, will deliver the keynote speech at the upcoming Chicago Market.

Greenfield will speak during the session, "An afternoon of Social Responsibility, Radical Business Philosophy & Free Ice Cream," on July 26 from 4:30 to 5:50 p.m.

The show will take place at the Chicago Merchandise Mart from July 22-28. Greenfield's talk will be part of a series of seminars on retailing and the specialty-gift industry, which are scheduled for Saturday, Sunday, Monday and Tuesday during the market.

Also scheduled is the "Shop Late Night" charity event, an evening of wine and food tasting, on July 24 from 6-8 p.m. The proceeds from the event will benefit GiftForLife/DIFFA, an organization that raises funds for AIDS research and education.