

On Saturday, July 19th (at the **[INSERT ICE CREAM PARLOR NAME]** and simultaneously at many other European ice cream parlors), you will find a solidarity ice cream to raise funds for the Palestinian population affected by the war.

## An Ice Cream for Peace: Italian ice cream parlors unite in support of the civilians affected in the Gaza Strip.

On Saturday, July 19th, at the **[INSERT ICE CREAM PARLOR NAME]** and simultaneously at many other European ice cream parlors, you will be able to enjoy a solidarity ice cream. The proceeds will be donated to the Palestinian civilian population, devastated by months of bombing, hunger, famine, and health and humanitarian emergencies.

"It's a small gesture," the organizers declare, "but a profoundly human one. We don't want to delve into the merits of geopolitical issues or pass judgment. Wars are a defeat for everyone: behind every number there are children, mothers, fathers, and shattered lives. This is a civil mobilization, for those who have lost everything today and are in urgent need of care, food, and dignity."

The proceeds will be donated to **Doctors Without Borders**, an independent organization committed every day to providing medical assistance in the most critical areas of the conflict.

"The population in Gaza is struggling to survive against violence, hunger, thirst, and lack of healthcare. The very little aid that arrives is not even close to sufficient to cover the needs of nearly 2 million people," the nonprofit organization states. "The bombings continue day and night throughout the Strip, even during food distributions. In Nasser Hospital, so many patients are injured that medical staff have started donating their own blood due to the lack of supplies.

In the clinic in Gaza City, we treat around 400 patients a day, including an increasing number of severely malnourished children, pregnant women, and breastfeeding women. Our teams are forced to make a decision to admit only the most urgent patients because supplies are insufficient for everyone. There is no more time!"

Following the success of "An Ice Cream for Ukraine," which raised approximately €25,000 to EMERGENCY in 2022, the category is mobilizing again, with the goal of creating a broad, widespread, and cohesive network. This collective gesture raises funds and amplifies a message of humanity and shared responsibility.

The flavor chosen to represent the initiative, which will be available as ice cream **and/or granita**, will be **watermelon**, a fruit that over the years has become a silent symbol of resistance and hope for the Palestinian people.

Its colors—red, green, white, and black—recall those of the Palestinian flag, the display of which has been banned in many circumstances.

For this reason, watermelon has appeared on posters, murals, and digital content, transforming into a powerful, peaceful, and instantly recognizable symbol.

To coordinate the initiative, the official website has been launched: [www.ungelatoperlapace.it](http://www.ungelatoperlapace.it)

Where customers can consult an updated map of participating ice cream parlors and find all the information they need to contribute.

"An Ice Cream for Peace" is a campaign free of flags and partisanship; it is an act of civic responsibility and humanity. It's a way of saying, together: we are here too. For those who suffer, for those left without a voice, for those in need now.

And so on Saturday, July 19th, at the [INSERT NAME] ice cream parlor, the special watermelon flavor will be available: the proceeds and any donations will be entirely donated to support the initiative promoted by Doctors Without Borders.

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**For press information:**

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