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Alden's Organic Launches 'Project Ice Cream' to Explore What Brings People Together

The summer campaign combines national consumer polling and real-world activations to uncover common ground beyond ice cream

EUGENE, Ore. – June 30, 2026 – In a moment defined by what divides us, [Alden's Organic](#) is asking a different question: what if we're more aligned than we think?

Ninety seven percent of Americans already agree on something: their love of ice cream¹. That's the inspiration behind a nationwide summer campaign Alden's is launching July 1. The goal is not to make grand claims about unity, but to get genuinely curious about what other simple, shared joys might bring us together.

The campaign centers on an online poll at projecticecream.us, where people can weigh in on "agree" or "disagree" statements ranging from the mundane to the meaningful, like "Warm socks out of the dryer are a top-tier comfort," "People should unplug more often" and "Newer doesn't mean better." Participants are entered to win free Alden's ice cream for a year, but the real goal is to remind them that common ground may be closer than it feels.

That idea comes to life most vividly in Alden's real-world sampling activations, where a branded mobile freezer will show up in key markets, rewarding strangers who find common ground on the spot. No grand gestures, just ice cream, simple questions, and small, yet real moments of connection.

"We aren't naive enough to think ice cream fixes everything," said Joelle Simmons, Chief Commercial Officer at Alden's Organic. "But somewhere along the way, we stopped looking for common ground. We just want to put something joyful out into the world and see what happens when people are invited to connect over something simple."

The campaign will be supported by billboards in the brand's home state of Oregon and a national paid social campaign on Meta and TikTok, amplified by influencers known for sparking genuine conversation. The poll runs through August 31, with results shared in early September.

¹ [Ice Cream & Frozen Novelty Trends Survey - April 2026, idfa.org](#)

About Alden's Organic

Founded in 2004, Alden's Organic is the #1 best-selling organic ice cream brand in the US, offering premium ice cream and sorbet made with wholesome, real ingredients. Known for its dedication to organic and sustainable practices, Alden's Organic products are USDA Organic certified, Non-GMO, and free from artificial additives. The brand continues to innovate with options that cater to a variety of dietary needs, including gluten-free and vegan choices. Alden's Organic is available at retailers nationwide. For more information, visit www.aldensicecream.com.

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