



City of Arts & Innovation

News Release

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The Museum of Riverside Partners with Thrifty Ice Cream to Celebrate America's 250th Anniversary at the Old-fashioned Ice Cream Social

RIVERSIDE, Calif. – The Museum of Riverside invites the community to Heritage House for a sweet afternoon that pairs 250 years of American history with one of Riverside's favorite traditions: the old-fashioned Ice Cream Social.

The Museum has been serving Thrifty Ice Cream at this event for the last 34 years, and this year Thrifty scoopers will be joining them at the table. Thrifty will be bringing a freezer truck filled with traditionally served flavors, along with a few surprise additions, including Red, White & Blue Sherbet.

Event details:

- Sunday, May 17
- Noon to 4:00 p.m.
- Heritage House, 8193 Magnolia Avenue | Riverside, CA 92504
- Free admission
- Overflow lot and street parking available; carpooling recommended

This free and family-friendly event will include live music, crafts, games, house tours and of course – plenty of ice cream! Drop by to see which celebrity scoopers will be serving it up this year!

Additional support for Ice Cream Social comes from the many volunteers and docents that serve the Heritage House during its tours and events, and the Riverside Museum Associates.

Thrifty Ice Cream has been scooped, shared, and celebrated across the west coast for over 85 years. They're still making ice cream the classic way: rich, creamy, hand-crafted, and made right here in California. Thrifty® ice cream was launched in 1940 at a small factory in West Hollywood, where brothers Harry and Robert Borun and their brother-in-law, Norman Levin, began producing ice cream for the soda fountains in their drug store chain. By the 1970s, Thrifty ice cream had reached cult status

along the west coast, with significant celebrity shoutouts. Loved by multiple generations of Californians, its cult-like status continues today and promises to endure for future families to enjoy.