

Scoop the Vote Campaign

Media Kit



Contact: Press@MoveOn.org

Tour Website: ScoopTheVote.com

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Scoop the Vote Tour Overview and FAQ

More information about the tour and the schedule can be found online at ScoopTheVote.com.

As part of their 2024 election program to connect with voters across the country, MoveOn Political Action is embarking on a Scoop the Vote Tour to key battleground states and districts, to deliver free ice cream and connect with voters about making their plan to vote this fall. **The Scoop the Vote Ice Cream Truck will visit 21 cities in battleground states, with rallies being held in Pennsylvania, Michigan, Wisconsin, Arizona, and Nevada to organize for Vice President Kamala Harris and Democrats down ballot.**

The momentum and excitement this election season have shifted toward Democrats, but it will still be an extremely close race. In addition to traditional forms of get-out-the-vote (GOTV) tactics, MoveOn is connecting with Americans through activities many of us already enjoy, like taking our loved ones out for some ice cream. This tour aims to show what our country's future can look like when our communities come together to mobilize for a better future.

In addition to handing out ice cream and other freebies, the Scoop the Vote events will feature elected officials, activists, and other special guests.

Frequently Asked Questions

Where is the ice cream truck traveling?

MoveOn's Scoop the Vote Ice Cream Truck is traveling to more than 20 stops in battleground states and congressional districts, with rallies held in Pennsylvania, Michigan, Wisconsin, Arizona, and Nevada. You can find the rally schedule online at ScoopTheVote.com. You can reach out to press@moveon.org for the full schedule.

How did you decide where the Scoop the Vote Truck will go? Can I request a tour stop in my state?

The stops were chosen based on [MoveOn's 2024 election program](#), which focuses on mobilizing younger surge voters—individuals who typically vote for Democrats but need an extra nudge—who have a history of lower levels of voter participation.



Why are you doing this tour? Why ice cream?

MoveOn is harnessing the joyful momentum around Vice President Kamala Harris and utilizing this opportunity to meet voters in key districts over a connective and shared activity, like going out for a scoop of ice cream. We're also talking to attendees about their voting plan for this year's election and helping them organize their own friends and family to come out and vote for Vice President Harris and other Democrats.

Is the ice cream really free?

Yes, attendees of all ages will enjoy electorally themed ice cream for free. We just ask that you check your voter registration status and make a plan to vote.

What kinds of ice cream are you serving?

MoveOn will serve a variety of electorally themed ice cream flavors, including Unburdened by What Has Vanilla Bean, Inauguration Celebration Birthday Cake, Fight for Our Rights Sorbet, and MoveOn Mobilizer Milk Chocolate. They are also collaborating with local scoop shops along the tour.

MoveOn is also partnering with Ben & Jerry's co-founders Ben Cohen and Jerry Greenfield to raffle off a batch of handmade, limited-edition, autographed pints of Ben's Best—Kamala's Coconut Jubilee to lift up Vice President Harris's presidential campaign.

Where did this ice cream come from? Are there nondairy options?

MoveOn is sourcing our ice cream through a variety of vendors. We're also partnering with local ice cream shops along the tour.

Yes, our Fight for Our Rights Sorbet is dairy-free, as are options provided by local scoop shops.

Who did you collaborate with for Kamala's Coconut Jubilee?

We are partnering directly with Ben & Jerry's co-founders Ben Cohen and Jerry Greenfield to raffle off free, limited-edition, autographed pints of Kamala's Coconut Jubilee. MoveOn is also excited to share that we will be collaborating with Jeni Britton, founder of [Jeni's Ice Creams](#), and [Malai Ice Cream](#) in New York City on the tour.

Can I also buy Kamala's Coconut Jubilee in stores or online? Why aren't you giving it away in person? How many pints are you raffling off?

This special flavor is a limited-edition ice cream, handmade and signed by Ben Cohen and Jerry Greenfield, co-founders of Ben & Jerry's. Select pints of this ice cream are available to win by entering the Scoop the Vote raffle, at an in-person rally or online at ScoopTheVote.com.

How can I enter the raffle?

Select pints of this ice cream are available to win by entering the Scoop the Vote raffle, at an in-person rally or online at ScoopTheVote.com.

What are the ingredients in Kamala's Coconut Jubilee?

It is coconut ice cream with a caramel ripple and confetti stars.

Did Vice President Harris endorse this ice cream?

We partnered with Ben Cohen and Jerry Greenfield to independently show our support of the Harris-Walz campaign.

MoveOn & Scoop the Vote Branding



MoveOn Logo
[File Link](#)



Scoop the Vote Logo
[File Link](#)

Visual Assets

B-Roll Footage

Getty Images:

[Image Collection: Vote Truck Tour Kickoff in Philadelphia, PA with Ben and Jerry](#)



(Photo by Lisa Lake/Getty Images for MoveOn)



(Photo by Lisa Lake/Getty Images for MoveOn)



Ben Cohen (left) and **Jerry Greenfield** (right), creators of Ben's Best Kamala's Coconut Jubilee ice cream at Scoop the Vote Tour kickoff. *(Photo by Lisa Lake/Getty Images for MoveOn)*



(Photo by Lisa Lake/Getty Images for MoveOn)



MoveOn's Tour Announcement Press Release

FOR IMMEDIATE RELEASE

September 12, 2024

Contact: press@moveon.org

NEW: MoveOn Launches Ice Cream Truck Tour to Give Away Free Ice Cream and GOTV for Harris and Democrats

Founders of Ben & Jerry's, Jeni's, and Malai partner with MoveOn to "Scoop the Vote"

[SEE OUR STOPS AND ICE CREAM RAFFLE AT SCOOPTHEVOTE.COM](https://www.moveon.org/scoopthevote)

Washington, D.C. – As reported in [USA Today](#), MoveOn Political Action will kick off a get-out-the-vote "Scoop the Vote" tour on September 16, where they will travel to key swing states and districts in an ice cream truck handing out free ice cream with special guests in their continued efforts to reach and engage voters. Throughout this tour, MoveOn is engaging in various partnerships at the local and national level to increase their impact. They are partnering with Ben & Jerry's co-founders **Ben Cohen and Jerry Greenfield**, to raffle off free, limited-edition, autographed pints of Kamala's Coconut Jubilee. MoveOn is also excited to announce they will be collaborating with **Jeni Britton**, founder of [Jeni's Ice Creams](#), and [Malai Ice Cream](#) in New York City on the tour.

Following a kickoff event featuring Cohen and Greenfield in Philadelphia on September 16, the start of early voting in Pennsylvania, MoveOn's Scoop the Vote Tour will include stops in more than 20 cities in battleground states, with rallies held in Michigan, Wisconsin, Arizona, and Nevada. In addition to free ice cream and other freebies, the tour will feature elected officials, activists, and other special guests. At each stop, MoveOn will help attendees make a plan to vote by November 5 and show voters how they can help get their friends and family to vote.

"Excitement and joy are on our side right now, but we cannot lose sight of how close this election will be. A few thousand votes will decide whether we live under a democracy with Kamala Harris or a dictatorship with Donald Trump," said **MoveOn Political Action Executive Director Rahna Epting**. "MoveOn's Scoop the Vote Ice Cream Truck Tour will meet voters where they are and help mobilize our communities to defeat Trump once and for all this fall."



“You can lick and say you care all you want, but if you’re not going for the big scoop— to get registered and vote— at the end of the day, all you’ve got is some drips down your shirt. Go big. Scoop the vote,” said **Ben Cohen, activist and co-founder of Ben & Jerry’s**.

“We love ice cream and we love MoveOn—because MoveOn’s members are always working hard for the change we care about. MoveOn members are tireless—so if we can help make the hard work of improving our country a little sweeter, why not?” said **Jerry Greenfield, activist and co-founder of Ben & Jerry’s**.

You can find MoveOn’s Scoop the Vote marquee tour stops below and the [full schedule here](#). Please email press@moveon.org with interview inquiries and the full tour schedule.

- Philadelphia, PA - September 16
- Ann Arbor, MI - September 28
- Madison, WI - October 5
- Phoenix, AZ - October 10
- Las Vegas, NV - October 16

MoveOn will serve a variety of electorally-themed ice cream flavors that include, “Unburdened by What has Vanilla Bean,” “Inauguration Celebration Birthday Cake,” “Fight For Our Rights Sorbet,” and “MoveOn Mobilizer Milk Chocolate.” They are also collaborating with local scoop shops along the tour. Additionally, MoveOn has partnered with Ben & Jerry’s co-founders Ben Cohen and Jerry Greenfield to raffle off free, limited-edition pints of Ben’s Best “Kamala’s Coconut Jubilee ice cream.” Tour attendees can enter to win at each tour stop or [online](#).

The Scoop the Vote tour will support the organization’s \$32 million [2024 election program](#), which aims to persuade and mobilize infrequent “surge” voters in key districts to vote for Democrats up and down the ballot.

More information on the Scoop the Vote Tour can be found at ScoopTheVote.com.

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***MoveOn** is a people-powered force for progress. MoveOn mobilizes the left to elect Democrats and enact progressive change. We are the home base for millions of members who refuse to accept the status quo and are moved to take action. For more than a generation, MoveOn has been a bulwark against the radical right, channeling our voices to end wars, protect democracy, and advance justice for all.*