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Volume 24 • Number 39

August 31, 2006

(303) 773-8313 • Published every Thursday • 75¢

## They all screamed for ice cream

### Cherry Creek Village North enjoys neighbors, party

Ice cream has often been associated as a comfort food. If this is true, 350 Cherry Creek Village North neighbors found comfort Aug. 25 as they gathered in the cul-de-sac for a Dreyer's Slow Churned Block Party.

So why a "Slow Churned Block Party?"

Dreyer's Ice Cream recently asked people from across the country how well they knew their neighbors...and here's the scoop:

- More than half of Americans (55 percent) believe they are less familiar with their neighbors today than their parents were with their neighbors a generation ago.

- Six in 10 Americans (59 percent), who aren't friendly with their neighbors, say it's because they're too busy to create meaningful relationships.

Not surprising, research and community experts say that on average, students perform better, people live longer and crime rates are lower when people who live in the same community have a basic familiarity with each other.

Dreyer's was dishing up a fun and sweet old-fashioned way to "break the ice" with new and even long-time neighbors with a nationwide contest promoting its new ice cream, Slow Churned. In a 350-word essay, you were asked: "Why your neighborhood deserves a Dreyer's Slow Churned Neighborhood Salute Ice Cream Block Party?"

Dallas Pistol, a resident of Greenwood Village, received the Dreyer's contest entry form in the mail and gave the entry to his long-time friend, Susie Roy.

"Many years ago, I would call Dreyer's and give them my opinions on their flavors, and I guess that's how I got on their mailing list. I always wanted them to make a root-beer flavor, but they never did," Pistol said. "When I got the information about the contest, I knew if I gave it to Susie she would write the winning essay. Susie Roy is one of the best persons anyone could ever know."

Roy said, "When Dallas gave me the essay entry, I put it aside thinking that I would find the time later to sit down and compose an essay. I found myself hurriedly writing an essay on the evening of the deadline, literally in the 11th hour. I didn't want to disappoint Dallas by ignoring something he was so excited to do for me. I quickly faxed the entry



MORE THAN 350 Cherry Creek Village North neighbors come together to enjoy party and ice cream.

Photos by Leslie Geraci

and forgot about it.

"Much to my surprise, several weeks later, Dreyer's notified me I was one of 1,500 nationwide Grand Prize Winners."

A short while later, Roy received a Dreyer's Party Pack delivered to her door Fed Ex. The shipment included: 200 bowls, napkins, spoons, table coverings, ice cream scoopers, invitations, yard signs, name tags and even disposable cameras—everything possibly needed for the party. About a week later, containers of Dreyer's Slow Churned Ice Cream showed up at Roy's front door step neatly packed on dry ice in Styrofoam coolers.

"I couldn't believe how well organized this all was. I remember telling my family, I guess we're having an ice cream party for 200 people," Roy said.

And that's what happened.

Roy, along with the help of a few neighbors, invited the entire neighborhood along with Greenwood Village Mayor Nancy Sharp and District 4 Councilman Ron Rakowsky. They selected the first weekend after school started because of it being a memorable weekend for Cherry Creek Village North.

"This weekend will always have special memories for Cherry Creek Village, as it marks the anniversary of Band Together 2004 when a group of neighbors and community members raised \$129,000 for day-care for Lisa Nichols' children," Roy said. "Lisa was diagnosed in March 2004 with ALS (Amyotrophic Lateral Sclerosis) also known as Lou Gehrig's disease. Our grassroots event drew 2,000 people to Village Greens Park for a Family Festival Concert and Silent Auction. Roy and her many neighbors



DAVE, LISA AND ELLIE NICHOLS. Dave cuts pieces of Lisa's birthday cake the neighborhood surprised her with.



GEORGE SHARP, Margaret and Ron Rakowsky (Councilman District 4), Gary Kleeman (Councilman District 4), Dallas Pistol and Mayor Nancy Sharp attend the Slow Churn Block Party, Aug. 25.

have connected with the Nichols' family since she was diagnosed in 2004. Lisa has been an inspiration for many people, as she guards her strong-loving spirit that the disease cannot take away.

"Band Together formed an extraordinary bond in the Greenwood Village Community that has been far reaching. I am amazed when people still want to talk with me about it," Roy said.

After the ice cream party was almost complete, the neighbors had a surprise for Lisa.

"We also surprised Lisa with a birthday cake and a loud chorus of Happy Birthday (Lisa's birthday was Aug. 30)," Roy said.

The Cherry Creek Village North neighborhood does a lot together and sponsor many events throughout the year, including Flamingo Friday parties once a month. The Band Together group, including Lisa and her family, will be helping out at the annual MDA telethon from 11 a.m. to 2 p.m. on Labor Day, Sept. 4. The telethon raises money for people with ALS and MDA.

## Susie Roy's Slow Churned Neighborhood Salute essay

SUBMITTED BY SUSIE ROY

I live in a wonderful neighborhood in Greenwood Village, Colo. Our neighborhood would love the opportunity to start off the summer with a Dreyer's Slow Churned Neighborhood Salute Ice Cream Block Party for a couple of different reasons.

During the cold winter months, we are holed up in our homes and we do very little socializing. A Block Party would be a great reason to gather together and reconnect with old and new neighbors. Ice cream is always a good reason to get together!

Secondly, my neighbor and best friend, Lisa Nichols, was diagnosed with Lou Gehrig's disease or ALS (Amyotrophic Lateral Sclerosis) in March 2004. She is a wonderful friend and great Mom who now performs all of her motherly duties for her seven children (youngest is 6 years old) from her wheelchair due the progression and affects of this horrific disease. Lisa and her family live at the end of my street on a cul-de-sac. I would love to have the ice cream/neighborhood gathering in front of Lisa's home so that she can be a part of the festivities and get a chance to interact with the many wonderful neighbors we have in our great neighborhood. Needless to say, Lisa doesn't get out too often anymore and therefore has lost touch with many of our neighbors. Prior to Lisa's diagnosis, she was an active community member and, of course, an active Mom who enjoyed many activities that many of us take for granted every day.

A Neighborhood Salute Ice Cream Block Party would be an opportunity to make another "happy" memory for this family as we all rally to support a very special neighbor and friend, Lisa Nichols.

I thank you in advance for your consideration.