

Ben & Jerry's Ice Cream Co-Founder Ben Cohen's  
exclusive appearance of the Rube-Goldberg-esque

## **"AMEND-O-MATIC STAMPMOBILE"**

Help stamp money out of politics  
on Independence Day.

### **FOR IMMEDIATE RELEASE**

Contact: Lisa Bullwinkel 510-334-6523

Re: Ben & Jerry's StampMobile at the 4th of July @ the Berkeley Marina

Photo of StampMobile attached

### **PRESS RELEASE**

#### **RUBE GOLDBERG, MONEY-STAMPING "AMEND-O-MATIC STAMPMOBILE" ON NATIONAL TOUR AT THE BERKELEY MARINA ON JULY 4, 2014**

**Ben & Jerry's Ice Cream Co-Founder Ben Cohen, brings his one-of-a-kind  
StampMobile to Berkeley to help stamp money out of politics on  
Independence Day.**

*Watch the "Amend-O-Matic StampMobile" in Action Here:*  
<http://youtu.be/xWFD-sl936c>

Ben Cohen's amazing Amend-O-Matic StampMobile comes to Berkeley to build support for a constitutional amendment to get big money out of politics by legally stamping messages like 'Not to Be Used for Bribing Politicians' on dollar bills. So far, 16 states, 500 municipalities and 148 members of Congress support an amendment of this type. Joining the StampMobile is the Ben & Jerry's Cow Mobile. During the first four hours of the July 4<sup>th</sup> festival (noon-4PM) a chance to win one of the actual hand stamps and other fun Ben & Jerry goodies will be awarded with any purchase. The winners will be selected at the main stage at 5PM.

The Amend-O-Matic, a giant Rube Goldberg money-stamping machine on wheels is on national tour. The colorful interactive kinetic art car is the Flagship of the Stampede — a project which encourages tens of thousands of citizens to rubber stamp paper currency with slogans that say 'Stamp Money Out of Politics' and 'Not To Be Used For Bribing Politicians.' It is part of the movement to pass legislation and amend the constitution to get money out of politics.

"As more and more stamped money circulates around the country, we are creating a massive visual demonstration of support for this rapidly growing movement. Already 16 states, over 500 municipalities and 146 members of Congress have voted for or signed on to an amendment — now Washington has the chance to be number 17," said Ben Cohen (co-founder of Ben & Jerry's). "This is monetary jiu jitsu — we are using money to get money out of politics."

Berkeley's 4th of July festival has free admission and is an alcohol-free event with free valet bicycle parking. Vehicle parking is \$15. A giant party, noon-10PM with music, food, fun for the whole family and grand fireworks off the end of the Berkeley pier at dusk. Walk or bike in after 6PM. Sponsored by the City of Berkeley, Ben & Jerry's Ice Cream, The Buddy Club, Red Tricycle, East Bay Express, BETV, and East Bay Loop. Event details may be found at [AnotherBullwinkelShow.com](http://AnotherBullwinkelShow.com) 510.548.5335.

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