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TV'S 'BEAVER CLEAVER' TO VISIT OKLAHOMA CITY Inaugural Event to Benefit ICE

(Oklahoma City, OK) – America's favorite kid and a true television icon will be appearing in Oklahoma City for one memorable evening.



The Institute for Character Enrichment (ICE) is proud to present Jerry Mathers, better known as television's Beaver Cleaver from the hit TV show *Leave It To Beaver*, to the Cox Convention Center on August 6, 2004, at 7 PM, for a night of fun and nostalgia.

Titled '*Jerry Mathers on ICE*', those attending will have the opportunity to meet Jerry Mathers in person, enjoy *Leave It To Beaver* entertainment, and participate in several auctions for one-of-a-kind memorabilia and other items. All proceeds from this benefit will go to the Institute for Character Enrichment, a non-profit organization dedicated to enriching the lives of children and our society through promoting moral development.

Jerry Mathers began acting at the young age of two. Beginning with Ed Wynn's variety show, and then starring in such films as Alfred Hitchcock's *The Trouble With Harry* in 1955 and as Bob Hope's son in *That Certain Feeling* in 1956. Mathers got his big break in 1957, being cast as Theodore "Beaver" Cleaver in the television series, *Leave It To Beaver*. The show was a huge success and Mathers went on to star in 234 episodes of *Leave It To Beaver* from 1957 to 1963. Mathers has starred in several television and movie roles since and appears regularly, as himself, on a variety of shows from *The*

Tonight Show to Larry King Live.

"We are honored to have Jerry Mathers here in Oklahoma City to kick off ICE's inaugural *Celebrities on ICE* event" said Chris Tytanic, Chair of ICE. "As kids we watched *Leave It To Beaver* because it was entertaining, but we were also learning lessons about our behavior that are still with us today. Television has more of an impact on children than most of us realize. Jerry and this event will help us all understand that better through a very fun and unforgettable evening. As the Beaver would say: 'Gee, it'll be real neat!'"

As a fund of the Communities Foundation of Oklahoma, the Institute for Character Enrichment is qualified as a 501(c)(3) non-profit charity with a mission to promote moral development and a universal understanding of our common moral values. These include values such as truthfulness, forgiveness, generosity and gratefulness. The focus of the organization is children, although the character values are universal regardless of age or culture. ICE's program is created around a television series that is reminiscent of an earlier era, but updated for today's society, and will combine psychology, learning, fun and entertainment to make a difference in today's youth.

Major sponsors for this event include Kiwanis, Boys & Girls Clubs of Oklahoma County (by a donor), Cox Communications, *The Oklahoman*, KOMA radio, and Clear Channel Communications.

Tickets to the 'Jerry Mathers on ICE' event are \$50 per person and include complimentary hors d'oeuvres, door prizes and *Leave It To Beaver* entertainment. Dress for the event is evening casual or *Leave It To Beaver*/1950s attire.

For more information or to purchase tickets for the event, go on-line to www.TerraCuddles.com, call the Institute for Character Enrichment toll-free at 866-297-2695, or go to any metro area Homeland store.

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