



SONIC auctions off a cup of its famous Ice

SONIC Ice is so special, it's the main ingredient in web auction and sweepstakes

OKLAHOMA CITY (Sept. 14, 2020) – Today, [SONIC® Drive-In](#) celebrates guests' love for the famous SONIC Ice and will test to see how much guests are willing to pay for it. To answer this question, SONIC is placing a cup of ice – yes, a cup of ice – up for bidding via online auction.

“It’s not ‘just ice’ – it’s SONIC Ice! It’s cherished, cold and crunchable. Really, it’s America’s Hottest Ice,” said Lori Abou Habib, chief marketing officer for SONIC. “Many of our guests who live near a Drive-In can conveniently get SONIC Ice in every drink, or just order a cup of ice if they want. But for fans who may not live near a SONIC and may be craving SONIC’s Ice, here’s a way they can get some delivered straight to their door.”

Starting Monday, Sept. 14 through Sunday, Sept. 20, guests can bid on a 44-ounce cup of ice via a [web auction](#). The highest bidder will receive the prized ice delivered to their front door by one of SONIC’s iconic skating Carhops. SONIC will also donate 100% of the funds from the highest bidder to DonorsChoose, SONIC’s longtime nonprofit partner that helps public school teachers in need of resources for their students.

Guests can take their ice game to the next level by entering into a sweepstakes* awarding one lucky winner a mini SONIC Ice machine for their home. Starting on Sept. 14 at 2 p.m. EST, anyone who purchases a SONIC Ice t-shirt on [SONICSwagShop.com](#) will be entered into the sweepstakes while supplies last. For a no-purchase** entry method, see additional details below.

“The crunch and texture in every bite of SONIC’s Ice is one reason guests love it so much,” said Scott Uehlein, vice president of product innovation and development for SONIC. “Our ice melts more slowly, keeping the refreshing flavor of our drinks longer, but we also know some of our guests enjoy the cold ice just as much by itself. This is for them.”

For guests with a local option, anyone can get their hands on a cup of ice anytime at their local Drive-In, and contactless ordering and payment is available when ordering in the [SONIC App***](#).

*NO PURCHASE NECESSARY. Void in AK, HI and where prohibited. Open to legal residents of the 48 contiguous US & DC, 18 or older. Begins 9/14/2020 and ends 9/26/2020. Limit one (1) entry per person, regardless of method of entry. One Prize: Sonic branded 60lb nugget ice machine (ARV \$4,292). Odds of winning sweepstakes prize depends on number of eligible entries received. For Official Rules, visit [SonicIceSweepstakes.dja.com](#). Sponsor: Sonic Capital, LLC, 300 Johnny Bench Drive, Oklahoma City, OK 73104.

**To enter without making a purchase, hand print your first and last name, street address, city, state, zip code, date of birth and e-mail address on a plain piece of 3"x 5" paper. Mail your entry in an envelope no larger than #10 (business-size envelope) with sufficient postage affixed to mail to: The Sonic Sweepstakes Entries, P.O. Box 7752, Melville, NY 11775-7752. Limit one (1) entry per envelope. Mail in entries must be postmarked by 9/26/2020 and received by 10/3/2020 to be eligible for the random drawing. Entries must contain all information to be eligible, otherwise the entry is void.

***See menu and app for details. For a limited time only at participating SONIC® Drive-Ins

About SONIC® Drive-In

SONIC, founded in 1953, is the largest drive-in restaurant brand in the United States with more than 3,500 restaurants in 46 states. Served by SONIC’s iconic Carhops, the restaurant’s expansive, award-winning menu offers unique, breakfast, lunch, dinner, snack and drink options

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300 Johnny Bench Dr. Oklahoma City, OK 73104. USA



for the whole family. SONIC is part of the Inspire Brands family of restaurants. For more information, visit SonicDriveIn.com and InspireBrands.com.

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