



FOR IMMEDIATE RELEASE.

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Rhycom launches Sheridan's Frozen Custard summer promotions.

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, has developed and is currently executing a radio and online advertising campaign for Sheridan's Frozen Custard, promoting three separate summer promotions. The radio ads run on six local stations, highlighting current promotions and directing customers to Sheridan's locations and their website. The campaign's goal is to increase Sheridan's brand awareness, highlight new products and increase same store sales.

[About Sheridan's Frozen Custard](#)

Established in June 1998, Sheridan's offers a wide variety of frozen custards and desserts all packed with the freshest ingredients. Sheridan's has 25 stores system-wide and 13 in the Kansas City metro area.

[About Rhycom](#)

Rhycom focuses on strategy, creativity and commitment. Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Rhycom's services include strategic branding, research and planning, advertising, design, interactive, web development, search engine marketing, public/media relations and event planning.



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