

Young Entrepreneur sets out to Revolutionize the Ice Cream Truck Industry

By Felecia Flair PR

Dated: Dec 01, 2008

Feverish Mobile Ice Cream Party is the hip new ice cream truck that is changing the way adults enjoy ice cream.

Feverish Mobile Ice Cream has taken America's nostalgic love affair with ice cream trucks and given it a new hipster twist, which has all of South Florida's young adults buzzing. The mission of the company is to rid South Florida of all the bland traditional ice cream trucks blasting nursery rhymes and selling treats to children. Their unique ice cream truck concept is especially for young adults, carrying unique and healthy Popsicles and Paletas.

The truck is equal parts lifestyle brand, mobile party and sweetness! You won't find Feverish Mobile Ice Cream trucks and trikes (tri-cycles) rolling through your neighborhood on hot summer days. These super cool trucks and trikes can be found parked in front of the hottest clubs in South Beach as well as the hipest music festivals, red carpet events, art shows, fashion shows and college events. These mobile parties-on-wheels bring the fun to you and they do it in style. The trucks are decorated in fun colors, decked out with a lounge area inside and outside of the truck, lamps, artwork and plenty of fun trinkets to purchase.

Feverish Mobile Ice Cream Truck is the brainchild of 25 year old serial entrepreneur and self proclaimed Chief Popsicle Maker Felecia Hatcher. "Eating ice cream is already a fun treat and I felt like the experience should be taken to another level. This is something that people my age enjoy when they are out at night, they absolutely love hanging out in our truck and trying our unique flavors and healthy treats" said Felecia Hatcher

Even though Feverish Ice Cream sells some of the old school favorites such as; strawberry shortcake and push up pops, they pride themselves on selling their handpicked selection of ice cream consisting mostly of Vegan friendly ice cream and unique flavors like Spicy Mango Tango, Margarita and Sweet Red Bean Coconut popsicles. On occasion they treat patrons to popsicles from their upcoming line Fever Pops. What continues to set Feverish Mobile Ice Cream trucks apart from their traditional competitors is that they use their truck to promote the talent of other indie artist selling lifestyle items such as, t-shirts, stickers and music from commissioned artist. The truck offers a cool listening lounge inside where customers can kick back and listen to the latest indie artists while enjoying a cool treat.

Whether you're throwing a block party, launching a new nightclub, organizing a concert or celebrating a birthday party, Feverish Mobile Ice Cream is the coolest ticket in town. For more information about Feverish Mobile Ice Cream or to schedule an interview with the founder and creator of Feverish Mobile Ice Cream – Felecia Hatcher kindly contact: FFPR at 1800.660.6928 x 100 or info@feleciaflairpr.com.

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