**Ben & Jerry's "Superpower" Connects Fans With Purpose**

Ben & Jerry's latest initiative for its "Justice Remix'd" campaign to tackle US prison reform features work from artists who have experienced the penal system, which is on display at the brand's factory in Waterbury, Vt. Ben & Jerry's Jay Curley explains how the brand blends in-person and social marketing to get its fans to care about and taken action on issues, saying, it's "our superpower."

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[***https://www.thedrum.com/news/2019/07/01/the-sweet-taste-justice-ben-jerry-s-campaign-prison-reform-enters-new-era***](https://www.thedrum.com/news/2019/07/01/the-sweet-taste-justice-ben-jerry-s-campaign-prison-reform-enters-new-era)