



The Skating Club of Boston and J.P. Licks Announce Exclusive Ice Cream Flavor *The World's Swirl* To Celebrate The ISU World Figure Skating Championships® 2025

The flavor will be available at J.P. Licks locations beginning February 19th

BOSTON (February 21, 2025) – The Skating Club of Boston, the local organizing committee for the ISU World Figure Skating Championships® 2025, has partnered with J.P. Licks on an exclusive ice cream flavor called *The World's Swirl*.

The World's Swirl features blue cake batter ice cream with marshmallow swirl that J.P. Licks created exclusively for the international skating event. The flavor will be available for a limited time, from February 19th through the end of the event on March 30, 2025.

"We are thrilled to work with an iconic local company like J.P. Licks on this perfect skating treat. We have no doubt that skating fans from around the world will delight in one of Boston's finest offerings," said Doug Zeghibe, CEO and Executive Director of The Skating Club of Boston, the local organizing committee for the event.

"J.P. Licks is excited to partner with The Skating Club of Boston for the 2025 ISU World Figure Skating Championships on this exclusive flavor. It's an amazing experience to be a small part of an event that brings so many athletes from around the world to Boston," said Vincent Petryk, Owner and Founder of J.P. Licks.

[J.P. Licks](#) has 17 locations across Massachusetts, with the Boston locations at 1106 Boylston Street, 173 Newbury St. and 150 Charles Street being convenient for those coming for the event and staying in the Copley Square/Back Bay area.

The ISU World Figure Skating Championships® 2025 will take place March 25-30 at the TD Garden. Tickets are currently on sale, and information about tickets and the event can be found at www.isuworlds2025.com. To stay up-to-date with the event, follow the official social channels on [Instagram](#) and [Facebook](#).

About J.P. Licks

Locally owned and operated by Vincent Petryk, J.P. Licks now boasts 17 store locations throughout Massachusetts and has remained homemade and locally owned and operated. The company employs around 450 employees in the summer months and ships coffee (which is roasted in-house at the Jamaica Plain store) and merchandise anywhere in the

continental USA. All ice cream and ice cream cakes are made in house in the Jamaica Plain headquarters. Since opening its doors, J.P. Licks has been committed to supporting each store's community by donating in-kind donations to small, local organizations.

J.P. Licks has won many awards over the years for their intensely flavored homemade ice cream and frozen yogurt, including a Best of Boston 2021 award from Boston Magazine. J.P. Licks has received over 300 "Best of" awards over the last 43 years. Known for their high quality, scrumptious treats J.P. Licks was named Greater Boston Chamber of Commerce's 2006 "Small Business of the Year".

About The Skating Club of Boston

[The Skating Club of Boston](http://www.scboston.org), a nonprofit 501(c)(3) corporation, is the third-oldest skating club in the country and a founding member of U.S. Figure Skating. The mission of The Skating Club of Boston is to be the leader in advancing participation, education, and excellence in all disciplines of skating for people of all ages, abilities, and means. In addition to managing numerous training programs, the Club produces many local, national, and international competitions, including serving as the local organizing committee for the upcoming 2025 ISU World Figure Skating Championships. The Club also manages the Boston Common Frog Pond in a year-round partnership with the Boston Parks Department. Its Skating Academy, New England's premiere skating school, offers skating instruction for children and adults of all ages, with nine campuses in the Boston and Metro Boston region. More information about the Club and its programs can be found at www.scboston.org.

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