

Icing Smiles Partners With The Smart Baker

Icing Smiles is thrilled to announce a corporate partnership with The Smart Baker to take Icing Smiles baker appreciation programs to a new level. Daniel and Stephanie Rensing, Founders of The Smart Baker, producer of amazing and smart baking products, understand all that goes into providing cakes for the kids served by Icing Smiles. "Our monthly donation and exclusive funding of certain programs will help fund the organization and we hope with all our hearts that others will be encouraged to do the same."



Icing Smiles delivers custom celebration cakes to families dealing with the critical illness of a child, matching families with volunteer bakers across the country. With a network of over 8,000 Sugar Angels (volunteer bakers), Icing Smiles is on track to deliver cake #10,000 later this year. "We could not see our mission through without the dedication of our Sugar Angels," said Icing Smiles Founder/Executive Director Tracy Quisenberry. "This partnership with The Smart Baker will allow us to boost our baker reimbursement program and other baker appreciation efforts to ensure we are able to thank these dedicated individuals in a way we have not been able to do in the past."



The Rensings recently stumbled upon Icing Smiles and were moved by the network of people serving the families of critically ill kids. "We have always been passionate about baking and were so moved by this cause that we knew it was time for us to get involved. We love the idea of cakes bringing a little happiness to people going through such a difficult time."

Based in Baltimore, MD, Icing Smiles serves families in all 50 states.

Tracy Quisenberry understands the importance of creating beautiful memories for these children suffering from terrible disease and their families. "We understand that the simple things, like a birthday cake, are luxuries to a family battling illness," said Quisenberry. "What we provide is so much more than cake. We serve up a reason to smile."



To learn more about Icing Smiles, please visit www.icingsmiles.org. The Smart Baker can be found at www.thesmartbaker.com.