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Uber to Deliver Free Ice Cream in 3 Russian Cities

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Ride-sharing service Uber will distribute ice cream for free in 250 cities around the world tomorrow, including three cities in Russia.

On July 24, new Uber subscribers in Moscow, St. Petersburg and Ekaterinburg will be able to order an Uber Ice Cream set of four Mövenpick ice cream portions. The ice cream, which comes in chocolate, strawberry-raspberry, walnut and tiramisu flavors, is free, but users will have to pay a delivery charge of 250 rubles ($4.38).

In Moscow, delivery will be available from 11 a.m.-5 p.m. within the Third Ring Road.

Uber users make the order via the Uber app, where they will have the option to choose "Ice Cream" and insert the delivery address.

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