

KILLER CONES?



Members of the public sunning themselves on a beach somewhere - utterly unaware of the hazards associated with "ice-cream sudden swimmer death syndrome"

Scientists have discovered a terrifying connection between consumption of ice-cream and deaths at the beach. Dr. Nigel Lacta from the Sydney Institute for Hydromorbidity Research found the connection when analysing sales of ice-cream. "I couldn't believe no-one had spotted it before" the scientist said at a press conference earlier today.

Lacta had been looking at routine data for years, trying to understand why so many more people drown on beach holidays compared to other types of holiday. From the start of the

holiday season, both ice cream sales and beach drownings begin to rise. The correlation (a way of describing how well the sets of data fit to each other) is incredibly good.

"brain freeze" to blame?

The scientific world was shocked by the news and everyone is seeking answers. Scientists at the press conference had few ideas claiming that "further research was necessary". Mr. Whippy declined to comment when we contacted him so we went to ask members of public at a local

beach one of whom suggested that "brain freeze" might be the answer. Sally Timmons, from Coney Island said that people might go swimming shortly after having an ice cream and suffer a terrible case of the headaches that often happen when you scoff down a ice-cold treat: "It could be so bad that you can't swim properly and you drown." Her husband Bob had more to add: "The thing is, people get sad when someone they know dies, so they might eat more ice cream to cheer themselves up. It's a vicious circle!"