



For Immediate Release

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April 5, 2022

DAIRY FARMS ENCOURAGED TO SUBMIT EVENTS PLANNED IN THEIR COMMUNITIES

The Center Is Sharing a List of Dairy Events to "Celebrate Dairy Across PA" This Summer

Harrisburg, Pa. – To help share the many contributions dairy farms make to our communities, the Center for Dairy Excellence is building a list of dairy-themed events to promote to consumers and families across the state as part of a "Celebrate Dairy Across Pennsylvania" campaign in June and July. Dairy farm families are encouraged to submit events they are hosting on their farms or in their communities by May 13 to be considered for the campaign. A limited number of events will be accepted and included in the promotion.

"With so many farms planning fun-filled events during June Dairy Month and National Ice Cream Month in July, it's a great time to share your story, connect with consumers, and give families a glimpse inside your farm," said Emily Barge, Communications and Marketing Manager at the Center for Dairy Excellence. "We're hoping to help celebrate Pennsylvania dairy by spreading the word about the wide range of events dairy farm families are hosting and encourage consumers to attend."

If the event is accepted into the campaign, the Center will:

- Share the event through a "Celebrate Dairy Across PA" social media campaign and release it to traditional media outlets state-wide throughout June Dairy Month and National Ice Cream Month in July.
- Share the list of dairy-themed events with consumers, including positive messages about the many contributions dairy farms make to our communities and our world.
- Send farms a free kit of material, including Choose PA Dairy posters, rack cards, and more, to share with attendees at the event.

To be considered for the campaign, the event must be open to the public and consumers. It should be some sort of celebration involving dairy, and it must be located in Pennsylvania. It must also take place in June or July during June Dairy Month and National Ice Cream Month.

Visit www.centerfordairyexcellence.org/submit-dairy-events to submit an event to be considered for the campaign. Events must be submitted by May 13, 2022. Individuals must submit a description of the event, planned activities, expected attendance, and other details.

For more information, contact Emily Barge at ebarge@centerfordairyexcellence.org or call 717-346-0849.

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The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at centerfordairyexcellence.org.

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