



For Immediate Release

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SUBMIT DAIRY-THEMED EVENTS BY MAY 13 TO BE FEATURED IN CAMPAIGN

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

Harrisburg, Pa. – To help share the many contributions Pennsylvania 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.

“We’ve received a good group of event submissions for celebrations happening during June Dairy Month and National Ice Cream Month in July. To help round out the list, make sure you share any events you know of that are helping to tell the dairy industry’s story this summer,” said Emily Barge, Communications and Marketing Manager at the Center for Dairy Excellence. “We’ll be sharing the list of events with consumers to encourage attendance and help share the commitment Pennsylvania dairy farm families have to their communities.”

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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