



Contact: Jenny Hubble 614-579-5868

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## **Butter Sculpture Promotes the Importance of Good Nutrition and Physical Activity.**

(COLUMBUS, Ohio) — Recognizing the importance of good nutrition and physical activity in combating childhood obesity, the American Dairy Association (ADA) pays tribute to the new *Fuel Up to Play 60* school wellness program, a partnership between the National Dairy Council and the National Football League.

This year's butter display features the likenesses of two NFL players- offensive lineman Joe Thomas of the Cleveland Browns and safety Chinedum Ndukwe of the Cincinnati Bengals, who are active in promoting health and wellness throughout schools in Ohio through *Fuel up to Play 60*. The players share the cooler with a life-size butter cow and calf, modeled after an ideal Holstein dairy cow.

"We want this year's display to remind fairgoers of the importance of regular physical activity and choosing more nutrient-rich foods like whole grains, fruits, vegetables and low fat and fat free dairy foods," said Scott Higgins, CEO of ADA. "We want to encourage everyone to find ways to make positive and lasting changes in youth and schools."

The Dairy Products Building exhibit was sculpted by a group of three Cincinnati-based free-lance technical sculptors engaged primarily in the toy industry.

Crafted from approximately 2,000 pounds of butter, donated in part by Dairy Farmers of America, the display was completed in 392 hours, in which approximately 200 of those hours were spent actually sculpting the butter.

The sculptors began by building wooden and steel frames to support the weight of the butter.

From 55-pound blocks, the butter is sliced into manageable loaves and is layered to cover the frames.

After many hours of molding and smoothing the butter in a 45-degree cooler, each figure begins to take shape. Intricate details, like eyes and hair, are then defined to give each figure its unique likeness.

The butter display at the Ohio State Fair attracts more than 500,000 visitors each August.

The display has reflected positive ideals and cultural trends in Ohio for over 45 years, with several exhibits gaining national media attention with themes that have universal appeal.

Past sculptures include several well-known Ohio personalities like Jack Hanna, Bobby Rahal, Jack Nicklaus, Dave Thomas and John Glenn. Many more have paid tribute to innovation, entrepreneurship and commitment of the dairy industry.

The butter display can be found in the Dairy Products Building at the Ohio Expo Center, home of the Ohio State Fair.

The Dairy Products Building is open daily from 9:00 a.m. to 10:00 p.m. and offers a variety of Ohio-produced dairy products including ice cream, milkshakes, cheese sandwiches, milk and yogurt.

The butter sculpture display and the Dairy Products Building are sponsored by the American Dairy Association Mideast, Ohio's dairy-farmer funded marketing and promotion program.

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*American Dairy Association Mideast is a farmer-funded organization responsible for increasing demand for dairy products on behalf of dairy farmers in Ohio and West Virginia. For more information, visit [www.drink-milk.com](http://www.drink-milk.com)*