

NFL STARS HONORED IN ICONIC BUTTER DISPLAY

Ohio State Fair Butter Exhibit Salutes NFL's Fuel Up to Play 60

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*American Dairy Association
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SUGGESTED TEASE	MOOOVE OVER MADAME TUSSAUDS... THERE'S A NEW SUBSTANCE IN TOWN. UP NEXT- TWO PROFESSIONAL ATHLETES ARE IMMORTALIZED.. IN A PRETTY TASTY MEDIUM!
ANCHOR LEAD	CELEBRITIES, POLITICIANS AND ATHLETES KNOW THEY'VE MADE IT WHEN THEY'RE SCULPTED IN WAX BY THE FAMED MADAME TUSSAUDS MUSEUM. BUT THEY HAVE NOTHING ON TWO OHIO N-F-L PLAYERS...
VO----- CG: Ohio State Fairgrounds Columbus, Ohio SHOTS OF DISPLAY CASE CLOSE UP SHOTS OF SCULPTORS WITH PLAYERS	(VO) ...WHO LITERALLY HAVE BUTTER FINGERS! CLEVELAND BROWNS OFFENSIVE LINEMAN JOE THOMAS AND CINCINNATI BENGALS SAFETY CHINEDUM NDUKWE (pronounced: CHIN-eh-doom en-DUKE-way) ARE PART OF THE ICONIC BUTTER SCULPTURE DISPLAY AT THE OHIO STATE FAIR. THIS YEAR'S THEME IS THE NFL AND AMERICAN DAIRY ASSOCIATION'S *FUEL UP TO PLAY 60* PROGRAM. IT'S DESIGNED TO TACKLE CHILDHOOD OBESITY, AND BOTH PLAYERS ARE ACTIVE IN THE PROGRAM. THE PLAYERS JOIN THE TRADITIONAL COW AND CALF THAT ARE PART OF THE DISPLAY EVERY YEAR. ALL OF THE FIGURES ARE MADE FROM ONE TON OF BUTTER -- THAT'S 16-THOUSAND STICKS -- OR A LOT OF BUTTERED BISCUITS! IT TOOK THREE SCULPTORS NEARLY 400 HOURS TO COMPLETE - INSIDE A GIANT 45-DEGREE COOLER THE WHOLE TIME. SO - WAS THERE ANY TEAM FAVORITISM GOING ON?
CG: Bob Kling Sculptor	"I've been a Browns fan since I was a little kid- that's why I'm doing Joe Thomas and Paul's doing Chin... so yeah I'm a Browns fan. I don't care if they lose or not." :13
ANCHOR TAG	MORE THAN HALF A MILLION PEOPLE VISIT THE BUTTER DISPLAY EVERY YEAR. THE OHIO STATE FAIR RUNS JULY 28TH THROUGH AUGUST 8TH.
	Extra Bites

EXTRA SOUNDBITES----- CG: Bob Kling Sculptor	“In some ways it’s a little daunting because I’m a professional sculptor and I have to admit- I can do better in other mediums- so when I do this- it is with a little trepidation.” :16
CG:Bob Kling Sculptor	“Then you’re in there for maybe an hour and you’re not finished- you’re not tired- but you have to get out because you can’t feel your finger tips anymore. All you’re wearing is rubber gloves.” :12
CG: Scott Higgins American Dairy Association	“We think it makes a difference having star power- having the dairy industry and the NFL working together to deliver a program that engages children, gets them excited about this program and they can make a difference in their longstanding health.” :12
CG: Scott Higgins American Dairy Association	“Today on exhibit are two players who’ve given up their time and expertise to be able to be spokespersons to help children make a difference by eating right and getting physically active within their schools.” :13
	Extra B-Roll Includes: Additional footage of butter arriving, behind the scenes footage of artists working on display
Producers:	To download scripts, video and support material visit us at: www.msmediacenter.tv

Produced by:



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