## WHAT BUTTER WAY TO HAVE A BLAST AT THE FAIR?

## Ohio State Fair Butter Exhibit Salutes Space Shuttle's Journey Into History

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American Dairy Association July 2011		
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Vo/SOT	Content provided by: American Dairy Association	
ANCHOR LEAD	WHAT DOES THE FINAL SPACE SHUTTLE MISSION HAVE IN COMMON WITH TONIGHT'S DINNER? ONE KEY INGREDIENT MIGHT SURPRISE YOU. SOME SCULPTORS HAD A BLAST WORKING WITH AN UNUSUAL MEDIUM.	
CG: Ohio State Fairgrounds Columbus, OH	THE AMERICAN DAIRY ASSOCIATION CREATED A BUTTER TRIBUTE TO HONOR THE SPACE SHUTTLE PROGRAM'S 30 YEAR LEGACY. THIS "BUTTER SHUTTLE" AND BUTTER ASTRONAUT ARE ON DISPLAY AT THE OHIO STATE FAIR, ALONG WITH THE FAMOUS BUTTER COW AND CALF.	
	THEY CHOSE THE SHUTTLE THEME FOR THE ICONIC BUTTER DISPLAY BECAUSE OHIO IS THE BIRTHPLACE OF MORE ASTRONAUTS THAN ANY OTHER STATE. IN FACT, 24 ASTRONAUTS HAVE CALLED OHIO HOMEINCLUDING SPACE PIONEERS JOHN GLENN AND NEIL ARMSTRONG.	
	THE ASTRONAUT IN THE DISPLAY IS, OF COURSE, EATING "ASTRONAUT ICE CREAM." NOW NORMALLY AN ASTRONAUT WOULD NOT EAT IN THE COMMAND CENTER, BUT AT THE STATE FAIR EVERYONE LIKES TO ENJOY DELICIOUS ICE CREAM.	
	THE BUTTER SCULPTORS AREN'T NASA ENGINEERSBUT THEY DID BUILD QUITE A DISPLAY! IT IS MADE FROM 1550 POUNDS OF BUTTERTHAT'S ABOUT 6200 STICKS. IT TOOK 475 HOURS TO COMPLETE, 250 OF THOSE WERE ACTUALLY SPENT SCULPTING IN A 45 DEGREE COOLER.	
ANCHOR TAG	IN PREVIOUS YEARS, THE OHIO DAIRY ASSOCIATION HAS PAID TRIBUTE SPECIFICALLY TO ASTRONAUTS NEIL ARMSTRONG AND JOHN GLENN BY SCULPTING THEM IN BUTTER. MORE THAN HALF A MILLION PEOPLE CHECK OUT THE BUTTER DISPLAY EVERY YEAR. THE OHIO STATE FAIR RUNS FROM JULY 27 TO AUGUST 7.	

Soundbites	
CG: Jenny Hubble American Dairy Association	This year's butter display is made from 1,550 pounds of butter, and took our sculptors about 475 hours to complete. The display pays tribute to our nation's space program, and very fitting, as this year, the nation's space shuttle program is retiring.
	Ohio's dairy farmers are very proud of this year's display. They recognize the many contributions that our state has made to our nation's space and flight exploration programs.
	Previously, we've paid a butter tribute to Neil Armstrong and to John Glenn. And, we've also sculpted the fathers of aviation, Wilbur and Orville Wright, in butter in previous years as well.
	Many Ohioans were disappointed that Dayton was not gonna receive one of the four retiring space shuttles. We thought, 'what a fun way to bring one to Ohio,' even if it's in butter.
	In our display, our astronaut is enjoying some freeze-dried ice cream in the command center. Now of course, an astronaut would really not eat in the command center, but he is here at the Ohio State Fair, and you have to enjoy some ice cream while you're here at the fair.
	The butter cow here at the Ohio State Fair has been a tradition for more than a hundred years. It serves as a great way to showcase our state's dairy community.
CG: Bob Kling Head Sculptor	Well, this year, we are celebrating the 30th anniversary of the space shuttle program. We're doing a unique take on the space program, the space shuttle program by doing the interior of the cockpit instead of doing the exterior, which we've all seen many times. We're trying to replicate what the inside looks like, in butter. And as you can imagine, that's a little tricky.
	We're using probably 500 pounds less butter this year, but we are doing all the knobs and dials and levers and switches and all the little intricacies of the interior of the cockpit, plus the usual cow and the calf, we can't forget those because we always do those. And the pair of those takes about 800 pounds of butter by themselves. But the interior of the cockpit is mostly very fine-tuned things, and then of course our floating astronaut.
	I don't think they ordinarily eat in the command control cockpit, they have special places for eating and living, so we're breaking the rules this year, but only because it's the first day of the Ohio State Fair.
	He's squeezing out a bag of freeze-dried ice cream, and of course there's no gravity, and that's kind of why we wanted to have him floating and not strapped to his chair, because it's weightless in space and everything is always floating around, so when you eat, you don't pick it up with a fork and put it in your mouth, you squeeze it from a bag. So that's what he's doing.
	It was a great program. I like the idea of a truck taking stuff into the space station, and especially when they fixed the Hubble telescope.
	But it had a good and useful career. And it's a marvelous achievement.
	Well I guess it was about seven years ago that we did the Wright Brothers.
	1

	And then John Glenn and Neil Armstrong, of course, and I understand there are actually more astronauts from Ohio than from any other state - 24, I believe.
	The fairgoer, when they come to the exhibit, will be able to look through the cockpit windows and see the Earth just about as an astronaut would see it through the windows of the real space shuttle.
	What's most unusual about this year's display is that we are doing a much more machine-like structure instead of the organic things that we usually do.
	This year, we're doing a lot of mechanical toggles and switches and levers from the inside of the cockpit, and that makes it a little more intricate and detailed, a little fussier, if you will, than we usually like to get with butter, because butter doesn't like to be manipulated on a small scale, and it's proving to be quite a challenge.
VIEWER INFORMATION	
Producers:	To download scripts, video and support material visit us at: <u>http://www.msmediacenter.tv</u>

## Produced by:



1800 West 5th Ave. Columbus, Ohio 43212 Phone: (614) 932-9950 Fax: (614) 932-9920 www.mediasourcetv.com

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