

# PARTY 'TIL THE COWS COME HOME

## Ohio State Fair Butter Exhibit Celebrates Columbus Bicentennial

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American Dairy Association  
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<b>SUGGESTED TEASE</b>	OHIO'S FAMOUS BUTTER COW MADE HER ANNUAL DEBUT AT THE STATE FAIR- AND THIS IS A SPECIAL YEAR. WE'LL SHOW YOU HOW SHE'S MILKING IT FOR ALL IT'S WORTH!
<b>ANCHOR LEAD</b>	NEED A REASON TO CELEBRATE? THERE'S ONE PARTY YOU'RE INVITED TO AT THE OHIO STATE FAIR. THE HOST IS THE ICONIC BUTTER COW.
<p><b>CG: Ohio State Fairgrounds Columbus, Ohio</b></p> <p>SHOTS OF DISPLAY CASE</p> <p>CLOSE UP SHOTS OF SCULPTORS WITH CAKE</p> <p>SHOTS OF FINISHED SCULPTURE</p>	<p>THE AMERICAN DAIRY ASSOCIATION HAS CREATED A UNIQUE WAY OF SAYING 'HAPPY BIRTHDAY' TO OHIO'S CAPITAL CITY.</p> <p>THE TRADITIONAL BUTTER DISPLAY AT THE OHIO STATE FAIR IS MARKING COLUMBUS' BICENTENNIAL WITH A GIANT BIRTHDAY CAKE TO JOIN THE FAMOUS BUTTER COW AND CALF.</p> <p>THE CAKE IS DECORATED WITH NOTABLE COLUMBUS LANDMARKS INCLUDING THE OHIO STATEHOUSE, THE SANTA MARIA, BRUTUS BUCKEYE, AND SEVERAL CITY BRIDGES.</p> <p>THE BUTTER COW, WHICH HAS REMAINED THE SAME FOR NEARLY 100 YEARS, IS FOR THE FIRST TIME GETTING INTO THE SPIRIT BY WEARING A PARTY HAT, IN HONOR OF THE STATE CAPITAL'S BIRTHDAY.</p> <p>ALL OF THE FIGURES ARE MADE FROM 1900 POUNDS OF BUTTER-- OR ENOUGH TO MAKE 7600 REGULAR SIZED BIRTHDAY CAKES!</p> <p>IT TOOK THREE SCULPTORS 451 HOURS TO COMPLETE THIS YEARS DISPLAY, 212 OF THOSE WERE ACTUALLY SPENT SCULPTING INSIDE A GIANT 45-DEGREE COOLER.</p>
<b>ANCHOR TAG</b>	MORE THAN HALF A MILLION PEOPLE VISIT THE BUTTER DISPLAY EVERY YEAR. THE OHIO STATE FAIR RUNS JULY 25TH THROUGH AUGUST 5TH.

<b>SOUNDBITES</b>	
<b>CG: Bob Kling Sculptor</b>	“We are celebrating the 200 years of Columbus being the capital city of Ohio, and a birthday cake seemed like a fitting tribute.” :08
	“It’s a way to also show different aspects of Columbus. We are going to include brutus buckeye and the capital building, and the Santa Maria downtown, and also some of the bridges that span the two rivers.” :13
	“This year, we are going to put a party hat on the cow, because she is helping us celebrate the 200th anniversary of Columbus.” :08
	“This year, we used about 1900lbs of unsalted butter.” :05
<b>CG: Jenny Hubble American Dairy Association</b>	“The American Dairy Association is very proud to sponsor the butter display at the state fair each year. It is a great way for us to show case Ohio’s wonderful dairy industry.” :08
	“This year’s butter display pays tribute to our state capital’s bicentennial. Ohio’s dairy industry is very proud to wish Columbus a very happy 200th birthday.” :09
	“Inside the butter cooler, you will find a 6 foot tall birthday cake, larger than life, and the unique thing about the cake is, it is adorned with various landmarks from Columbus.” :11
	“No body likes birthday parties more than kids, and this year you’ll find a butter sculpture of a small child inside the cooler, celebrating with the cow and calf.” :08
	<b>Extra B-Roll Includes: Additional footage of butter sculpting, behind the scenes footage of artists working on display and Columbus city landmarks.</b>
<b>Producers:</b>	<b>To download scripts, video and support material visit us at: <a href="http://www.multimedianewsroom.tv">www.multimedianewsroom.tv</a></b>

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