

# ARTISTS TURN A TON OF BUTTER INTO STATE SYMBOLS



*From the state bird to Ohio's famous fruit, sculptors honor best of the Buckeye state*

**NOTE: EMBARGOED UNTIL TUESDAY, JULY 22, 2014 AT 12:00 PM ET**

*The American Dairy Association  
July 2014*

Produced by: MediaSource <a href="http://www.mediasourcetv.com">www.mediasourcetv.com</a>	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/1oAa63K">bit.ly/1oAa63K</a>
<b>VO - with several sound bite options (below)</b>	Content provided by: American Dairy Association

<b>SUGGESTED TEASE</b>	STILL TO COME, IT TOOK ONE TON OF BUTTER AND WEEKS OF HARD WORK - BUT ARTISTS ARE ABOUT TO UNVEIL THEIR CREATION. WE'LL TAKE YOU TO THE STATE FAIR FOR A SNEAK PEEK AT THIS YEAR'S BUTTER SCULPTURES, COMING UP NEXT.
<b>ANCHOR LEAD</b>	THEY STARTED WITH 2-THOUSAND POUNDS OF BUTTER AND WHITTLED AWAY A WEEK. NOW - AFTER MORE THAN 500 HOURS OF HARD WORK, ARTISTS ARE UNVEILING THEIR MASTERPIECES AT THE OHIO STATE FAIR.
<b>VO-----</b> <b>CG: Ohio State Fairgrounds Columbus, Ohio</b> Shots of sculptors working  Shots of cardinal in tree / shot of lady bug, deer and fossil  Shots of sculptors working  Shots of dairy farm	(VO) EVERY YEAR THE BUTTER COW EXHIBIT IS A FAIR FAVORITE - AND THIS YEAR THE BUTTER COW AND CALF ARE SHARING THEIR COOLER WITH SEVERAL OFFICIAL SYMBOLS OF THE BUCKEYE STATE. THERE'S EVERYTHING FROM A CARDINAL - OHIO'S STATE BIRD - SITTING IN A BUCKEYE TREE, OF COURSE - TO A LADY BUG, WHITE TAIL DEER AND EVEN THE OFFICIAL STATE FOSSIL OF OHIO. THE AMERICAN DAIRY ASSOCIATION MIDEAST PUTS ON THE DISPLAY EACH YEAR - AS A PART OF FAIR TRADITION - BUT ALSO TO RAISE AWARENESS OF THE IMPORTANCE OF THE DAIRY INDUSTRY IN OHIO.
<b>CG: Jenny Hubble American Dairy Assoc. Mideast</b>	"There are more than 2,800 dairy farms in our state. Producing more than 5 billion pounds of milk each year, ranking us 11th in the nation in milk production." :09
Shots of people looking at exhibit from last year	BY THE TIME THE FAIR ENDS, MORE THAN A HALF MILLION PEOPLE WILL CHECK OUT THESE CREAMY CREATIONS.

<b>ANCHOR TAG</b>	<p>IN CASE YOU'RE WONDERING, AIR CONDITIONERS AND BACK UP GENERATORS KEEP THOSE BUTTER SCULPTURES A COOL 46-DEGREES AROUND THE CLOCK .. NO MATTER HOW HOT IT GETS OUTSIDE.</p>
 <b>Share it! Suggested tweet:</b>	<p>I can't believe it IS butter! <a href="#">@ADAMideast</a> unveils state fair butter sculptures. Check them out! <a href="http://bit.ly/1oAa63K">bit.ly/1oAa63K</a></p>
 <b>Suggested post:</b>	<p>Artists unveil their theme for the 2014 Ohio State Fair butter cow exhibit! After a week of whittling, 2-thousand pounds of butter have been transformed into incredible works of art - all of which are official symbols of the Buckeye state! Check out these creamy creations courtesy of the American Dairy Association Mideast here: <a href="http://bit.ly/1oAa63K">bit.ly/1oAa63K</a></p>
	<b>Extra Bites</b>
<b>CG: Bob Kling Sculptor</b>	<p>“There are lots of challenges to working with butter. First of all, it is not something that you work with a lot, and obviously something you work with a lot is easier. So, once a year when you sculpt butter, there’s a little bit of that learning curve to come back onto.” :16</p> <p>“This year’s display is featuring the 15 symbols of Ohio, the 15 or maybe 18 or 19 that we could sculpt.” :10</p> <p>“They symbolize important things about Ohio, and things that maybe people don’t easily recognize, like the black racer snake, which is our state snake.” :11</p> <p>“We would hope that they would come to the dairy barn, have some ice cream and notice the 15 symbols, and see how many they can guess before we tell them.” :09</p> <p>“I, for one, would think that the butter cow itself might be a good candidate for the next state symbol.” :08</p>
<b>CG: Jenny Hubble American Dairy Association Mideast</b>	<p>“The American Dairy Association is proud to sponsor the butter cow and calf each year at the Ohio State Fair. It’s a tradition; it wouldn’t be the state fair without the butter cow.” :09</p> <p>“This year the butter cow shares the case with 15 of our state symbols. This is only fitting because Ohio’s dairy farmers play a important role in our state.” :08</p> <p>“Ohio’s dairy community not only provides a safe, wholesome milk for Ohioans to enjoy, but also provides thousands of jobs for Ohioans and contributes significant dollars to our state’s economy.” :10</p>

	<b>EXTRA B-ROLL INCLUDES:</b> <b>Additional footage of butter sculpting, behind the scenes footage of artists working on display, and finish butter sculptor.</b>
<b>Producers &amp; Reporters:</b>	<b>To download scripts, video and photos go to:</b> <a href="http://www.multimedianewsroom.tv">http://www.multimedianewsroom.tv</a>

Produced by:

**MEDIA  SOURCE**

1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

[www.mediasourcetv.com](http://www.mediasourcetv.com)

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