

# BUTTER COW TRIBUTE TO BUCKEYES IS “UDDERLY” AWESOME!



Artists turn ton of butter into National Championship tribute that will make fans melt!

**\*NOTE: EMBARGOED UNTIL TUESDAY- JULY 28, 2015 AT 12:00 PM ET**

## The American Dairy Association

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/butter2015">http://bit.ly/butter2015</a>
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<b>SUGGESTED TEASE</b>	<p>STILL TO COME, A TRIBUTE TO BUCKEYE FOOTBALL YOU HAVE TO SEE TO BELIEVE.</p> <p>WE’LL TAKE YOU TO THE STATE FAIR TO SHOW YOU A MOOOOVING TRIBUTE TO COLLEGE FOOTBALL’S REIGNING NATIONAL CHAMPS, NEXT!</p>
<b>ANCHOR LEAD</b>	<p>WE’RE STILL A FEW WEEKS AWAY FROM THE START OF FOOTBALL SEASON, BUT AT THE STATE FAIR BUCKEYE SPIRITS ARE SOARING HIGH ALREADY.</p>
<p><b>VO</b>-----</p> <p><b>CG: Ohio State Fairgrounds Columbus, Ohio</b></p> <p>Shots of display</p> <p>Shots of sculptors working</p>	<p>THIS YEAR’S BUTTER COW EXHIBIT HAS BEEN UNVEILED AND IT’S MELTING THE HEARTS OF FOOTBALL FANS ACROSS THE BUCKEYE STATE!</p> <p>ARTISTS HAVE TURNED A TON OF BUTTER INTO A TRIBUTE TO THE BUCKEYES NATIONAL CHAMPIONSHIP FOOTBALL TEAM.</p> <p>IT INCLUDES LIFE-SIZE STATUES OF HEAD COACH URBAN MEYER AND BRUTUS BUCKEYE, AS WELL AS LARGER THAN LIFE BUCKEYE HELMETS AND A REPLICA OF THE NATIONAL CHAMPIONSHIP TROPHY.</p>
<p><b>CG: Jenny Hubble</b> <b>American Dairy Association Mideast</b></p>	<p>“Football is certainly a tradition of The Ohio State University and the butter cow is a tradition of Ohio’s dairy farmers here at the Ohio State fair. It just makes sense to tie the two together and celebrate a little bit of Buckeye pride.” :12</p>
<p>Shots of cow and calf</p> <p>Close up shots of Meyer replica</p>	<p>THE AMERICAN DAIRY ASSOCIATION MIDEAST PUTS ON THE DISPLAY EACH YEAR - PROUDLY HONORING THE BEST OF OHIO.</p> <p>MEYER SAYS HE’S WON PLENTY OF ACCOLADES IN HIS CAREER, BUT BEING A PART OF THIS TRADITION IS SPECIAL.</p>
<p><b>CG: Urban Meyer</b> <b>Ohio State Head Football Coach</b></p>	<p>“Well, once I found out about the other people, it kind of takes your breath away. You start talking about Jack Nicklaus, and Dave Thomas and some of the other great Ohioans that humbles you and it’s a great honor.” :11</p>

<p>Shots of display</p> <p>Shots of people walking by cooler from last year</p>	<p>SCULPTORS USED 2-THOUSAND POUNDS OF BUTTER TO CHURN OUT THEIR DISPLAY - IT TOOK ABOUT 500 HOURS TO COMPLETE.</p> <p>IN ALL, MORE THAN A HALF MILLION VISITORS ARE EXPECTED TO COME SEE THE BUCKEYES BUTTER DISPLAY.</p>
<p><b>ANCHOR TAG</b></p>	<p>YOU CAN CHECK IT OUT BY GOING TO THE DAIRY PRODUCTS BUILDING AT THE FAIRGROUNDS - THE OHIO STATE FAIR RUNS THROUGH AUGUST 9TH.</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Butter cow salutes Buckeyes for churning out another national championship! @ADAMideast unveils moooving tribute! <a href="http://bit.ly/butter2015">bit.ly/butter2015</a></p>
<p> <b>Suggested post:</b></p>	<p>In honor of the Buckeyes churning out another national football championship, the butter cow at the Ohio State Fair has come up with a moooving tribute! See how sculptors turned a ton of butter into life-size statues of head coach Urban Meyer and Brutus Buckeye - and take a look at a replica of the national championship trophy that's sure to melt the heart of Buckeye fans everywhere! <a href="http://bit.ly/butter2015">bit.ly/butter2015</a></p>
	<p><b>Extra Bites</b></p>
<p><b>CG: Urban Meyer</b> Ohio State Head Football Coach</p>	<p><i>Meyer talks about the team being honored in butter -</i> "It's almost surreal to be able to bring back the Big 10 Championship, the Sugar Bowl Championship, and the first ever college football playoff to the great state of Ohio, so it's incredible for us but it's really incredible for our players to be able to say they're the ones that did it. :16</p> <p><i>Meyer talks about being honored as an Ohio native -</i> I'm very proud of the great state of Ohio and I grew up in the Woody Hayes Bo Schembechler ten year war so I'm very aware of Ohio State football and The Ohio State University, and to be able to say that we're apart of that now, that's a dream come true. :14</p>
<p><b>CG: Jenny Hubble</b> American Dairy Association Mideast</p>	<p><i>Hubble talks about what it took to create the butter sculptures -</i> This year's display is made from 2,000 pounds of butter donated in part by Dairy Farmers of America. It was crafted in approximately 500 hours, 400 of which were spent sculpting in a 46-degree cooler. :12</p> <p><i>Hubble talks about the popularity of the butter display -</i> The butter display attracts more than 500,000 fair goers each summer. The display is located in the dairy products building on the Ohio State fairgrounds. And during the fair, visitors can enjoy ice cream, milkshakes, cheese sandwiches and learn about Ohio's 2,700 dairy farms. :17</p>
<p><b>CG: Paul Brooke</b> Sculptor</p>	<p><i>Brooke talks about being involved in the project -</i> "It makes me feel good. I'm proud to do it. I was born here in Columbus. My dad graduated from Ohio State University." :09</p>

<b>CG: Paul Brooke Sculptor</b>	<i>Brooke says before they chill the butter, they warm it to mold it - 21:13:29- We start out with warm butter by leaving it out for a couple days so you can scoop it up in your hand easily and you want it to be consistently smooth throughout.” 21.13.38</i>
	<p align="center"><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></p>
<b>Producers &amp; Reporters:</b>	<p align="center"><b>To download scripts, video and photos go to:</b>  <a href="http://www.multimedianewsroom.tv">http://www.multimedianewsroom.tv</a></p>

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