

# Huge Butter Sculptures Churn Up Support for NBA Cavs

Artists turn a ton of butter into a must-see tribute to Cleveland Cavs and their NBA title

**NOTE: EMBARGOED UNTIL TUESDAY, JULY 26, 2016 @ 12:00PM ET**

*American Dairy Association Mideast*

Produced by: MediaSource

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Package Length: 1:02

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## NEWS PACKAGE

### SUGGESTED TEASE

STILL TO COME, MILKING THE CLEVELAND CAVALIERS NBA CHAMPIONSHIP FOR ALL IT'S WORTH. HOW THE BASKETBALL CHAMPS ARE BEING HONORED IN BUTTER - COMING UP NEXT.

### ANCHOR LEAD

THE N-B-A CHAMPION CAVALIERS WERE GIVEN A MASSIVE PARADE UPON THEIR RETURN TO CLEVELAND - AND WILL SOON HEAD TO THE WHITE HOUSE FOR A CEREMONY WITH THE PRESIDENT.

BUT WHEN IT COMES TO BEING HONORED - WHAT COULD BE BETTER THAN BUTTER?

### (PACKAGE START)

**CG: Courtesy: American Dairy Association Mideast**

(Nats - Sound) :02

Shots of butter sculptures

THE BUTTER SCULPTURES THAT ARE A MAINSTAY AT THE OHIO STATE FAIR HAVE BEEN REVEALED - AND THIS YEAR THE TRADITIONAL BUTTER COW AND CALF ARE JOINED BY A FEW OTHER "CAVS."

Shot of cow and calf

Shots of butter being sculpted

THE AMERICAN DAIRY ASSOCIATION MIDEAST TURNED A TON OF BUTTER INTO A TRIBUTE TO THE NBA CHAMPIONS CLEVELAND CAVALIERS - INCLUDING MASCOTS SIR C-C AND MOONDOG - AND A LARGER-THAN-LIFE REPLICA OF THE LARRY O-BRIEN N-B-A



Shots of mascots and trophy in butter

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<p><b>CG: Jenny Hubble</b> <b>American Dairy Association Mideast</b></p> <p>Shots of butter cow and calf</p> <p>Shots of Cavs butter sculptures</p> <p>Shots of sculptors working</p> <p><b>CG: Alex Balz</b> <b>Butter sculptor</b></p> <p>Shots of people at the butter display</p> <p><b>PACKAGE END</b></p> <p><b>ANCHOR TAG</b></p>	<p>CHAMPIONSHIP TROPHY. :15</p> <p>"Ohio's dairy farmers are very proud of the Cleveland Cavalier's recent victory, and wanted to join in the celebration of their national championship." :08</p> <p>IT TOOK SCULPTORS ABOUT FIVE HUNDRED HOURS TO SHAPE TWO-THOUSAND ONE-HUNDRED FIFTY POUNDS OF BUTTER INTO THE FINAL WORKS OF ART.</p> <p>EACH YEAR, A THEME IS CHOSEN FOR THE BUTTER DISPLAY THAT REPRESENTS SOMETHING ALL OHIOANS CAN BE PROUD OF, AND CONTINUES TO BE ONE OF THE MOST LOVED TRADITIONS AT THE FAIR. :21</p> <p>"It's a special thing. It's a neat tradition, and it's been around for so long. It's...It's an honor." :09</p> <p>BY THE TIME THE FAIR COMES TO A CLOSE, MORE THAN HALF A MILLION PEOPLE WILL VISIT THE DAIRY PRODUCTS BUILDING TO CHECK OUT THE DISPLAY. :05</p> <hr/> <p>YOU CAN CATCH THE AMERICAN DAIRY ASSOCIATION'S BUTTER DISPLAY IN THE DAIRY PRODUCTS BUILDING AT THE OHIO STATE FAIR THROUGH AUGUST SEVENTH - WHERE YOU CAN ALSO ENJOY ICE CREAM, MILKSHAKES, AND CHEESE SANDWICHES.</p>
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#### SOCIAL MEDIA

<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p>The Cavaliers victory party continues with larger than life butter sculptures by @ADAMideast at the Ohio State Fair. <a href="http://bit.ly/2aelhEI">bit.ly/2aelhEI</a></p> <p>Cleveland fans have waited a long time for a championship! Milk the Cavaliers victory for all it's worth at the Ohio State Fair, where larger than life butter sculptures of Moondog,</p>
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	<p>Sir CC, and the Larry O'Brien NBA Championship Trophy are on display in the Dairy Products Building, courtesy of <a href="http://bit.ly/2aelhEI">ADA Mideast</a>.</p>
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### EXTRA BITES

<p><b>CG: Jenny Hubble</b> American Dairy Association Mideast</p>	<p><i>Hubble talks about the American Dairy Association Mideast joining the celebration for the Cavs:</i></p> <p>When the Cleveland Cavs brought home the national championship, it made history. We wanted to join in that celebration and be a part of the festivities to celebrate the Cleveland Cavs and the city of Cleveland.</p> <p><i>Hubble talks about this year's butter display:</i></p> <p>Inside the butter cooler, along with the cow and calf, are butter Cleveland Cavs mascots, Moondog and Sir CC. Together, they're standing with the Larry O'Brien NBA Championship trophy sculpted in butter.</p> <hr/>
<p><b>CG: Alex Balz</b> Butter sculptor</p>	<p><i>Balz talks about some of the challenges they face sculpting with butter:</i></p> <p>We have to balance all of this weight. With just, in the case of the moon dog, it's all on his foot. You've got probably 700 pounds of butter. You know, coming down to one point.</p> <hr/>
<p><b>CG:Paul Brooke</b> Butter sculptor</p>	<p><i>Brooke describes the sculpting process:</i></p> <p>We take the soft butter, which sits out for a couple days before we get here, big globs, put it on the armature. When it cools off to 45 degrees inside the tank, we start carving, and you can move it around, and you can get all your detail. And then when it's completely cool, you've got a nice, solid sculpture.</p>

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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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