





<p><b>CG: Dan Ross, PhD</b>  <b>OHSAA Commissioner</b>  03:41:40 - 03:41:47</p> <p>Shots of sculptors working</p> <p>Shots working with tinted butter</p> <p>Shots of chocolate milk sculpture</p>	<p>“To immortalize our involvement with this tradition is one that we’re truly honored to be involved with.” :07 / :23</p> <p>SCULPTORS WORKED IN A 46 DEGREE COOLER FOR ABOUT FIVE HUNDRED HOURS TO SHAPE TWO THOUSAND POUNDS OF BUTTER INTO THE FINAL WORKS OF ART.</p> <p>AND FOR THE FIRST TIME EVER, THEY USED TINTED BUTTER TO MAKE THE MILK BOTTLE LOOK EXTRA CREAMY AND CHOCOLATEY. :12 / :35</p>
<p><b>CG: Alex Balz</b>  <b>Butter sculptor</b>  4.44.10 - 4.44.22</p> <p>Shots of teens playing sports</p> <p>Shots of chocolate milk sculpture</p>	<p><i>“Since we’re doing chocolate milk this year, they came up with the idea to mix a little cocoa powder in with the butter and introduce a new color” :12 / :47</i></p> <p>THE AMERICAN DAIRY ASSOCIATION MIDEAST HAS PARTNERED WITH THE OHIO HIGH SCHOOL ATHLETIC ASSOCIATION FOR NEARLY A DECADE TO ENCOURAGE STUDENT ATHLETES TO FUEL UP WITH HEALTHY FOODS, LIKE LOWFAT CHOCOLATE MILK.</p> <p>CHOCOLATE MILK PROVIDES PROTEIN AND EIGHT VITAMINS AND MINERALS TO HELP STUDENT ATHLETES PERFORM THEIR BEST ON AND OFF THE FIELD. :17 / 1:04</p>
<p><b>Jenny Hubble (CG’d earlier)</b>  4.30.52 - 4.30.58</p> <p>Shots of people at the butter display</p> <p><b>PACKAGE END</b>  -----</p> <p><b>ANCHOR TAG</b></p>	<p><i>“Our partnership with the Ohio High School Athletic Association reminds students to fuel up with chocolate milk and lead a healthy lifestyle.” :06 / 1:10</i></p> <p>MORE THAN HALF A MILLION PEOPLE ARE EXPECTED AT THE DAIRY PRODUCTS BUILDING DURING THE FAIR TO CHECK OUT THESE IMPRESSIVE WORKS OF ART. :06 / 1:16</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 6TH.</p> <p>YOU CAN ALSO ENJOY ICE CREAM, MILKSHAKES, AND CHEESE SANDWICHES.</p>

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<p> <b>Share it! Suggested tweet:</b></p> <p> <b>Suggested post:</b></p>	<p><a href="#">@ADAMideast</a> celebrates Ohio student athletes and what keeps them moo-ving with huge butter sculptures at the state fair. <a href="http://bit.ly/2uJhGYz">http://bit.ly/2uJhGYz</a></p> <p>This year's butter display at the Ohio State Fair celebrates Ohio's high school athletes and the official beverage that keeps them moo-ving, chocolate milk! Check out the <i>udderly</i> amazing butter sculptures in the dairy products building, courtesy of the <a href="#">ADA Mideast</a> and Ohio's dairy farmers. <a href="http://bit.ly/2uJhGYz">http://bit.ly/2uJhGYz</a></p>
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### EXTRA BITES

	<p>Hubble talks about the tradition of the butter display: 4.33.24 <i>"The American Dairy Association is so pleased to be a part of each and every Ohio State Fair. Ohio's dairy farmers have been sponsoring the butter cow for many years and are proud to carry on that tradition."</i> 4:33:34</p>
<p><b>CG: Jenny Hubble</b> American Dairy Association Mideast</p>	<p><i>Hubble describes this year's butter display:</i> 4.29.54 <i>"Inside the cooler, you'll find the traditional butter cow and calf, as well as four student athletes and a larger than life bottle of chocolate milk, the official beverage of Ohio High School Athletic Association."</i> 4.30.05</p>
<p><b>CG: Alex Balz</b> Butter sculptor</p>	<p><i>Balz says it's an honor to create the sculptures:</i> 4.44.36 <i>"I think it's neat that so many people come to see something that we helped to make, and it's just an honor."</i> 4.44.43</p>
<p><b>CG: Paul Brooke</b> Butter sculptor</p>	<p><i>Brooke describes the butter tinting process:</i> 4.40.18 <i>"We added a pinch of cocoa powder into a quarter stick, you know, a quarter pound of butter, and just made a nice chocolate milk color, and I thought this would be a great way to introduce color into the butter sculpture."</i> 4.40.32</p>
<p><b>CG: Dan Ross, PhD</b> OHSAA Commissioner</p>	<p><i>Ross says chocolate milk is OHSAA's official beverage:</i> 0.30.25 <i>"Our official beverage for the Ohio High School Athletic Association and our kids, our coaches, our schools is chocolate milk."</i> 03.30.33</p>

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