# Butter Display Salutes Beverage that Keeps Student Athletes Moo-ving

Chocolate milk butter sculpture uses color-tinted butter for first time ever

NOTE: Embargoed until Tuesday July 25, 2017 at 12:00PM ET

American Dairy Association Mideast

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: <a href="http://bit.ly/2uJhGYz">http://bit.ly/2uJhGYz</a>
Package Length: 1:16	Content provided by: American Dairy Association Mideast

NEWS PACKAGE	
SUGGESTED TEASE	OHIO'S HIGH SCHOOL ATHLETES AND THE OFFICIAL BEVERAGE THAT FUELS THEM ARE BEING CELEBRATED AT THE OHIO STATE FAIR. COMING UP, UNVEILING THIS YEAR'S BUTTER DISPLAY
ANCHOR LEAD	THE ANNUAL BUTTER SCULPTURE DISPLAY HAS BEEN UNVEILED AT THE OHIO STATE FAIR AND FOR THE FIRST TIME EVER, USES COLOR. THIS YEAR'S THEME FEATURES CHOCOLATE MILK, THE OFFICIAL BEVERAGE OF THE OHIO HIGH SCHOOL ATHLETIC ASSOCIATION. CLARK POWELL HAS MORE ON THE PROCESS OF TURNING A TON OF BUTTER INTO THIS YEAR'S 'UDDERLY' AMAZING DISPLAY.
(PACKAGE START)	(Nats - Sound) :02
CG: Courtesy: American Dairy Association Mideast	ONE OF THE OHIO STATE FAIR'S BEST KEPT
Closeups of sculptors/hands	SECRETS, THE ANNUAL BUTTER SCULPTURE DISPLAY, HAS BEEN UNVEILED.
Shot of cow and calf Shots of athlete sculptures	THIS YEAR, THE TRADITIONAL BUTTER COW
Shots of chocolate milk sculpture	AND CALF WILL BE JOINED BY A LARGER-THAN-LIFE BOTTLE OF CHOCOLATE MILK AND FOUR HIGH SCHOOL ATHLETES. :10
CG: Jenny Hubble American Dairy Association Mideast 4.25.13 - 4.25.19	"This year's butter display is a salute to chocolate milk, the official beverage of Ohio High School Athletic Association." :06 / :16

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

#### **SOCIAL MEDIA**

MILKSHAKES, AND CHEESE SANDWICHES.

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## Share it! Suggested tweet:

<u>@ADAMideast</u> 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>

Suggested post:

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 *udderly* amazing butter sculptures in the dairy products building, courtesy of the ADA Mideast and Ohio's dairy farmers.

http://bit.ly/2uJhGYz

#### **EXTRA BITES**

Hubble talks about the tradition of the butter display: 4.33.24 "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." 4:33:34

CG: Jenny Hubble
American Dairy Association Mideast

Hubble describes this year's butter display:
4.29.54 "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."
4.30.05

CG: Alex Balz Butter sculptor

Balz says it's an honor to create the sculptures: 4.44.36 "I think it's neat that so many people come to see something that we helped to make, and it's just an honor." 4.44.43

CG: Paul Brooke
Butter sculptor

Brooke describes the butter tinting process: 4.40.18 "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." 4.40.32

CG: Dan Ross, PhD OHSAA Commissioner

Ross says chocolate milk is OHSAA's official beverage: 0.30.25 "Our official beverage for the Ohio High School Athletic Association and our kids, our coaches, our schools is chocolate milk." 03.30.33

For viewer information on this story contact:

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