

Christmas in July! Annual Butter Display Celebrates Classic Holiday Moo-vie

Even the butter cow got into the holiday spirit with a tribute to A Christmas Story

American Dairy Association Mideast

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NEWS PACKAGE

SUGGESTED TEASE	IT'S HOT OUT THERE, BUT IT'S CHRISTMAS IN JULY AT THE OHIO STATE FAIR. COMING UP, THE UNVEILING OF THIS YEAR'S BUTTER DISPLAY WILL PUT YOU IN THE HOLIDAY SPIRIT WITH A TRIBUTE TO A CLASSIC MOO-VIE.
ANCHOR LEAD	IT MAY BE THE DOG DAYS OF SUMMER, BUT THERE'S PLENTY OF HOLIDAY SPIRIT AT THE OHIO STATE FAIR. THIS YEAR'S ANNUAL BUTTER DISPLAY CELEBRATES A CHRISTMAS FAVORITE THAT WILL ALMOST MAKE YOU FEEL LIKE IT'S DECEMBER ALREADY. BARB CONSIGLIO HAS DETAILS ON THE "UDDERLY" AMAZING BUTTER SCULPTURES.
(PACKAGE START) CG: Courtesy: American Dairy Association Mideast	(Nats - Jingle Bells) :02
Shots of butter display	GRAB YOUR RED RYDER B-B GUN AND PUT ON YOUR SNOW SUIT BECAUSE THIS YEAR'S BUTTER DISPLAY AT THE OHIO STATE FAIR IS A TRIBUTE TO A CLASSIC FILM THAT'S BECOME A HOLIDAY TRADITION NATIONWIDE. :09
CG: Jenny Hubble American Dairy Association Mideast	<i>"This year's butter display celebrates the 35th anniversary of the holiday classic, "A Christmas Story," which was filmed in Cleveland, Ohio." :08</i>

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<p>Shots of butter sculptures</p>	<p>THE DISPLAY FEATURES RALPHIE IN HIS BUNNY PAJAMAS, A BUTTER CHRISTMAS TREE DECORATED WITH REAL LIGHTS, RANDY IN HIS SNOWSUIT AND OF COURSE, THE FAMOUS LEG LAMP.</p>
<p>Shots of butter cow and Flick sculptures Shot of butter calf</p>	<p>AND SOMEONE MUST HAVE TRIPLE DOG DARED THE BUTTER CALF, BECAUSE SHE AND FLICK BOTH HAVE THEIR TONGUES STUCK TO A POLE, AS THE TRADITIONAL BUTTER COW LOOKS ON. :14</p>
<p>CG: Alex Balz Butter sculptor</p>	<p><i>"It was a pleasure to work on. I found myself laughing sometimes just thinking about it as I was working." :06</i></p>
<p>Shots of sculptors working in cooler</p>	<p>SCULPTORS SPENT ABOUT 400 HOURS IN A FORTY-SIX DEGREE COOLER TO CREATE THE NOSTALGIC ICONS FROM ABOUT TWENTY-TWO HUNDRED POUNDS OF BUTTER.</p>
<p>Shots of sculptors working with armatures</p>	<p>BUT BEFORE ANY BUTTER WAS ADDED, THEY HAD TO DO SOME WORK TO ENSURE THE DISPLAY WOULDN'T BE TOO...FRA-GEE-LAY. :14</p>
<p>CG: Paul Brooke Butter sculptor</p>	<p><i>"There's a steel, usually steel or wood armature inside. Some things can't support the weight. Obviously cow's legs out of butter couldn't support the weight of a cow out of butter" :10</i></p>
<p>Shots of past displays</p>	<p>EACH YEAR, THE AMERICAN DAIRY ASSOCIATION MIDEAST CHOOSES A THEME AND UNVEILS THE BUTTERY DISPLAY TO MORE THAN A HALF A MILLION FAIRGOERS WHO VISIT THE DAIRY PRODUCTS BUILDING AT THE OHIO STATE FAIR. :11</p>
<p>Shots of dairy building at fair</p>	
<p>Jenny Hubble (CG'd earlier)</p>	<p><i>"To pay tribute to a holiday tradition here at the fair where the butter cow is a tradition is really something special." :08</i></p>
<p>Shots of butter sculptures</p>	<p>AND THIS YEAR IT'S BRINGING SOME HOLIDAY SPIRIT TO EVERYONE'S SUMMER. IN COLUMBUS, THIS IS BARB CONSIGLIO REPORTING. :05</p>
<p>PACKAGE END -----</p>	<hr/> <p>YOU CAN ALSO ENJOY ICE CREAM,</p>

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ANCHOR TAG	<p>MILKSHAKES, AND CHEESE SANDWICHES WHEN YOU CHECK OUT THE AMERICAN DAIRY ASSOCIATION'S BUTTER DISPLAY.</p> <p>IT'S ALL AVAILABLE IN THE DAIRY PRODUCTS BUILDING AT THE OHIO STATE FAIR THROUGH SUNDAY, AUGUST FIFTH.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>What's more glorious than the view of the iconic Christmas Story leg lamp from the street? When it's made of butter! This year's butter display from @ADAMideast celebrates 35 years of a classic holiday moo-vie. http://bit.ly/2L5xHAV</p> <p>It's Christmas in July! Put on your bunny suit from Aunt Clara and get to the Ohio State Fair to check out the "udderly" amazing tribute to a classic holiday moo-vie. This year's butter display celebrates 35 years of A Christmas Story, courtesy of the ADA Mideast and Ohio's dairy farmers. http://bit.ly/2L5xHAV</p>
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EXTRA BITES

<p>CG: Jenny Hubble American Dairy Association Mideast</p>	<p>Hubble says lights are a new element added to the display: <i>"A new element in the display this year is the addition of real Christmas lights on the butter Christmas tree."</i></p> <p>Hubble says the butter cow is an Ohio State Fair tradition: <i>"The butter cow dates back to the early 1900s. It's a tradition of the state fair, and one that Ohio's dairy farmers feel very proud of."</i></p> <p>Hubble lists the dairy treats served alongside the display: <i>"The Dairy Products Building, which is home to the butter cow and calf, serves milkshakes, ice cream, cheese sandwiches and represents Ohio's dairy community."</i></p> <hr/> <p>Balz says he's proud to work on the butter display:</p>
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CG: Alex Balz
Butter sculptor

"It makes me proud that something that's so enduring, so entertaining, was created close to home here. And it, it's just really, it's really an amazing movie that it has remained funny 35 years later."

Balz says butter is a good material to work with:
"It's actually very easy to work with. It's got good properties. When it's warm, it's soft and easy to move. When it's colder, it carves well and it's easy to blend."

CG: Paul Brooke
Butter sculptor

Brooke says "A Christmas Story" is a tradition for his family:
"My family has been watching this movie every year for the last 25 years, and it is a family tradition, and it's tied with this tradition of the butter sculpture."

Brooke talks about adding lights to the display this year:
"We're doing a full-size Christmas tree out of butter, which we've never attempted, and we're wiring it from the inside to three strings of Christmas lights, which will be twinkling all through the fair."

For viewer information on this story contact:

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