



For more information:
Shannon McCormick, MediaSource
Shannon@mediasourcetv.com
Office: [614-932-9950](tel:614-932-9950)
Cell: [614-477-2719](tel:614-477-2719)
OR
Jenny Hubble, ADA Mideast
Jenny.Hubble@drink-milk.com
Cell: [614-579-5868](tel:614-579-5868)

THE BUTTER COW DIDN'T JUMP OVER THE MOON – SHE LANDED ON IT!

ADA Mideast pays tribute 50 years after Apollo 11 landed on the moon carrying a legen-dairy Ohio native

(COLUMBUS, Ohio) Tuesday, July 23, 2019 - The American Dairy Association Mideast is over the MOO-n to unveil the annual butter cow display at the Ohio State Fair, a tribute to the 50th anniversary of the Apollo 11 moon landing. This year's display features life-size butter sculptures that are out of this world!

The butter display captures historic moments from the July 1969 mission when astronauts first landed on the moon and took steps on its surface. Iconic images of that day were recreated in butter, including a full-scale sculpture of Wapakoneta native Neil Armstrong standing next to the lunar module Eagle and saluting the American flag after planting it on the moon's surface. It's an image that millions of Americans watched play out live on television 50 years ago after Armstrong spoke those famous words, "That's one small step for man, one giant leap for mankind."

Along with this iconic moment in American history, the 2019 display features a butter sculpture of the entire spacecraft crew: commander Neil Armstrong, lunar module pilot Buzz Aldrin and command module pilot Michael Collins. Next to the astronauts stand the traditional butter cow and calf, mainstays of the annual butter display. For the first time, the butter cow and calf are sporting ear tags, which help dairy farmers identify their cows and keep accurate records of them.

Even though it's hot outside, sculptors could have used some space suits to keep warm as they worked inside a 46-degree cooler for about 400 of the 500 hours it took to complete the display. The sculptures are formed from about 2,200 pounds of butter, donated in part by Dairy Farmers of America.

The sculptors begin by welding steel frames to support the weight of the butter. From 55-pound blocks, the butter is layered on the frames. After many hours of molding and smoothing the butter, each sculpture begins to take shape. Fine details are added last.

The 2019 display was crafted by a group of five Ohio-based technical sculptors including lead sculptors Paul Brooke and Alex Balz of Cincinnati, Tammy Buerk of West Chester, Erin Swearingen of Columbus and Matt Davidson, a dairy farmer from Sidney. OSU student Karen Tharp, an MFA candidate in ceramics, also assisted the sculpting team this year.

The butter display is a long-standing tradition of Ohio's nearly 2,000 dairy farm families. Each year, the theme of the butter display is one of the best-kept secrets leading up to the fair.

The American Dairy Association Mideast selects an icon or theme to feature in butter that is non-political, non-controversial and reflects optimism and broad audience appeal. The butter display attracts more than 500,000 visitors annually at the Ohio State Fair and often gains media attention nationwide.

The butter display is in the Dairy Products Building at the Ohio Expo Center, home of the Ohio State Fair. The outside of the building features a hand-painted mural saluting Ohio's dairy farmers and their proud contributions to communities across the state.

While visiting the dairy building, fair visitors can also learn about how Ohio's dairy farmers care for their cows, their land and their communities. The Dairy Products Building is open daily from 9:00 a.m. to 9:00 p.m. and offers a variety of Ohio-produced dairy foods including ice cream, milkshakes, cheese sandwiches and milk.

The Ohio State Fair's official ice cream flavor is also tied in with the butter sculpture display for the first time this year. Produced by Velvet and available in the Dairy Products Building, Orange Moon is an orange-citrus ice cream with a marshmallow swirl and brownie pieces. The fair will run from Wednesday, July 24 through Sunday, Aug. 4.

The butter display and the Dairy Products Building are sponsored by the American Dairy Association Mideast, Ohio's dairy-farmer funded marketing and promotion program. For more information, visit www.drink-milk.com.

MULTIMEDIA AVAILABLE: Broadcast quality b-roll, soundbites, news package and social video are available for download, along with high-resolution photos. You can access the American Dairy Association Mideast's multimedia newsroom here: <http://bit.ly/2xT8mke>

*Password: butter **by entering the password you agree to honor the embargo***

Multimedia is available for free and unrestricted use with a courtesy to the American Dairy Association in a graphic or voice over.

*Only one pool camera was allowed inside during the sculpting process, so this is the only place you'll find that video and photos!

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