

Butter Cow is Over the MOO-n 50 Years After Apollo 11 Mission

Annual butter display captures iconic moments from first moon landing and honors Ohio-born astronaut

American Dairy Association Mideast

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: http://bit.ly/2xT8mke
Package Length: 1:29	Content provided by: American Dairy Association Mideast

NEWS PACKAGE

SUGGESTED TEASE	THOUSANDS OF POUNDS OF BUTTER HAVE BEEN SCULPTED INTO AN “UDDERLY” AMAZING DISPLAY HONORING AN ICONIC MOMENT IN AMERICAN HISTORY. THIS YEAR’S BUTTER DISPLAY AT THE OHIO STATE FAIR IS REVEALED, COMING UP.
ANCHOR LEAD	THOSE WHO WITNESSED THE APOLLO ELEVEN MOON LANDING REMEMBER EXACTLY WHERE THEY WERE AND HOW THEY FELT IN THAT ICONIC MOMENT IN HISTORY. NOW, FIFTY YEARS LATER, THE FIRST MOON LANDING IS BEING COMMEMORATED WITH THE ULTIMATE HONOR – RECREATING ITS MOST MEMORABLE MOMENTS IN THOUSANDS OF POUNDS OF BUTTER. BARB CONSIGLIO HAS THE DETAILS ON ONE OF THE OHIO STATE FAIR’S MOST BELOVED TRADITIONS – THE ANNUAL BUTTER DISPLAY.
(PACKAGE START) ----- CG: Courtesy: American Dairy Association Mideast Closeup shots during countdown Reveal full display Shots of butter sculptures	(Nats - NASA countdown: “3,2,1, zero, blastoff.” Engine noise.) :04 THE ANNUAL BUTTER DISPLAY IS BLASTING OFF AT THE OHIO STATE FAIR, AND THIS YEAR’S SCULPTURES ARE TRULY OUT OF THIS WORLD. :08
CG: Alex Balz Butter sculptor NASA archive footage, footprint on moon Butter footprint Shots of Neil Armstrong butter	“This year we are celebrating the 50th anniversary of the Apollo 11 mission to the moon and the Ohio connection, which is Neil Armstrong.” :12 SOME OF THE MOST ICONIC MOMENTS FROM THAT LEGEN- <u>DAIRY</u> DAY ARE SCULPTED IN BUTTER, INCLUDING NEIL ARMSTRONG STANDING NEXT TO THE LUNAR MODULE EAGLE... :06

Producers and Reporters: To download scripts, video and photos go to:



<http://www.multimedia-newsroom.com>

sculpture	(Nats - NASA archive audio: "The eagle has landed.") :01
NASA video of Armstrong planting flag	AND SALUTING THE AMERICAN FLAG AFTER PLANTING IT ON THE SURFACE OF THE MOON. :04
Dissolve to shot of butter sculpture	(Nats - Moon landing news coverage: "They've got the flag up now. You can see the stars and stripes." :03
Shots of crew butter sculpture	THERE'S ALSO A BUTTER SCULPTURE OF THE ENTIRE LUNAR LANDING CREW, INCLUDING NEIL ARMSTONG, BUZZ ALDRIN AND MICHAEL COLLINS. AND OF COURSE, THE TRADITIONAL BUTTER COW AND CALF. :10
Shots of butter cow and calf	
CG: Jenny Hubble American Dairy Association Mideast	<i>"The butter display is made from more than 22-hundred pounds of butter and was completed in about 500 hours, which about 400 of those hours were spent inside the cooler sculpting."</i> :10
Shots of sculptors working in sculptures	SCULPTORS BEGIN WITH STEEL FRAMES AND LAYER ON BUTTER FROM FIFTY-FIVE POUND BLOCKS, SPENDING HOURS CHISELING AND SMOOTHING EVERY DETAIL INSIDE A FORTY-SIX DEGREE COOLER.
Shots of butter display	THE DISPLAY IS PRESENTED BY THE AMERICAN DAIRY ASSOCIATION MIDEAST AND IS EXPECTED TO ATTRACT MORE THAN HALF A MILLION FAIR-GOERS. :15
Jenny Hubble (CG'd earlier)	<i>"It will bring back memories of where they were 50 years ago when the moon landing took place."</i> :05
Shot of fair visitors in dairy products building	WHILE SOME VISITORS REMINISCE, THE SCULPTURES ALSO INSPIRE THE AWE OF THAT ICONIC MOMENT IN HISTORY IN A NEW GENERATION. IN COLUMBUS, THIS IS BARB CONSIGLIO REPORTING. :08
Shots of butter sculptures	
(PACKAGE END) -----	
ANCHOR TAG	THE DAIRY PRODUCTS BUILDING IS OPEN FROM NINE A-M TO NINE P-M EACH DAY AT THE FAIR, WHICH RUNS THROUGH AUGUST FOURTH. IN ADDITION TO THE BUTTER DISPLAY, THE AMERICAN DAIRY ASSOCIATION MIDEAST WILL BE SERVING UP ICE CREAM, MILKSHAKES, CHEESE SANDWICHES AND MILK FROM OHIO'S DAIRY FARMERS.

SOCIAL MEDIA

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>The legen-DAIRY butter display presented by @adamideast, has been revealed, and it's an out-of-this-world tribute to an iconic moment in American history with a special Ohio connection. http://bit.ly/2xT8mke</p> <hr/> <p>It's one of the best-kept secrets leading up to the Ohio State Fair – the legen-DAIRY butter display presented by the American Dairy Association Mideast has finally been revealed! Check out this year's out-of-this-world display, made from more than 2,200 pounds of butter honoring an iconic moment in history with a special Ohio connection. http://bit.ly/2xT8mke</p>
--	--

EXTRA BITES

<p>CG: Jenny Hubble American Dairy Association Mideast</p>	<p>Hubble lists the sculptures in this year's butter display: <i>"Inside the butter cooler, we have several sculptures from that journey to the moon. We have our three astronauts. We also have Neil Armstrong pictured with the iconic American flag and his moon lander and, of course, we have the traditional cow and calf."</i></p> <p>Hubble says Ohio dairy farmers are proud to be a part of this tradition: <i>"Ohio's dairy farmers have been proud sponsors of the butter sculpture display for many, many years. It's a tradition and one that farmers are very proud to be a part of."</i></p>
<p>CG: Alex Balz Butter sculptor</p>	<p>Balz says butter is great to work with as a sculptor: <i>"It's a forgiving medium, easy to move around, easy to work once it gets cool. If you make a mistake, you can just add some more butter."</i></p> <p>Balz says it's an honor to be part of the butter cow tradition: <i>"It's an honor to be a part of that tradition that brings a little happiness to so many people."</i></p> <p>Balz says he enjoys seeing people celebrate Ohio's dairy industry: <i>"They look forward to it. They do it generation after generation coming up to celebrate agriculture and the dairy industry and Ohio, so I'm honored to be a part of that."</i></p>

Produced by:

Producers and Reporters: To download scripts, video and photos go to:

<http://www.multimedia-newsroom.com>



1800 West 5th Ave.
Columbus, Ohio 43212
Phone: (614) 932-9950 Fax: (614) 932-9920
www.mediasourcetv.com

Video content provided by: American Dairy Association Mideast

Producers and Reporters: To download scripts, video and photos go to:
<http://www.multimedia-newsroom.com>