

CONTACT Kristina Lankow
PHONE 605-692-7539
EMAIL klankow@swiftelcenter.com

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PRESS RELEASE

2017 Dairy Fest an a-MOO-zing success



Brookings, S.D. (6/22/2017) – Farm tours, SDSU ice cream, bobbing for cheese sticks, and pictures with the South Dakota Dairy Princess; there was something for everyone to enjoy at the 2017 Dairy Fest held June 3 in Brookings, South Dakota.

The Fork to Farm event on June 2 hosted 97 youth and 17 volunteers. This hands-on event included making test tube cheese and learning the “Moo Cow Dance.” Participants learned what cows eat, how milk is produced, what products are made from milk and career opportunities in the dairy industry. Activities were held at the Boys & Girls Club and the Boys and Girls Teen Center.



The Dairy Fest Carnival kicked off June 3 including bus tours to the South Dakota State University Davis Dairy Plant and Golden Dakota Dairy. Over 160 people participated in the SDSU Davis Dairy Plant tours where attendees had the opportunity to see how ice cream is made. Golden Dakota Dairy welcomed more than 500 people on a tour of their farm followed by a dairy delicious meal of warm grilled cheese sandwiches.

The Dairy Fest carnival took place at the Swiftel Center with inflatables, a milk dunk tank, straw bale maze and a cow and petting zoo, attracting more than 1,000 attendees. The

carnival was a huge success due to the work of 65 volunteers who shared their passion for the dairy industry with the community.

Prior to the carnival, a new event was held for young artists throughout South Dakota and Minnesota for the opportunity to showcase their image of the dairy industry through a painting. The "Picowsa of the Central Plains" contest paintings were displayed during the Got Milk Gala event on June 1 and will be on display throughout Brookings for June Dairy Month. Winners of the contest received gift cards to Hobby Lobby. High School division winners were: 1st place – Jessica Jaeger (a senior at Bridgewater-Emery High); 2nd place – Kathryn Mogen (a junior at Wilmot High School). Junior division winners were: 1st place – Arnold Jibben (a 6th grader from Clinton Graceville Beardsley in Clinton, MN); 2nd place – James Conrad (an 8th grader at Ortonville School in Ortonville, MN); and 3rd place – Ernest Jibben (a 4th grader at Clinton Graceville Beardsley School).

For more information about Dairy Fest, contact Larissa Neugebauer at 605-770-8233 or at sddairyfest@gmail.com and follow www.facebook.com/swiftelcenter.

ABOUT DAIRY FEST

The mission of Dairy Fest is to educate consumers about the Dairy Industry and the future of Dairy Youth Education. The event is organized by a Dairy Fest Steering Committee made up of Dairy Producers from the region, Dairy Industry Representatives, SD Department of Ag Representatives, Swiftel Center Representatives and SDSU Dairy and Food Science and SDSU Extension representatives.

About the Swiftel Center

The Swiftel Center is a gathering place for cultural, recreational and educational events. With a 30,000 square foot arena, state-of-the-art banquet rooms, conference rooms and in-house catering, the Swiftel Center is an international award-winning venue of excellence and one of South Dakota's premiere event centers.

About VenuWorks

VenuWorks provides customized management and consulting solutions for arenas, stadiums, theatres and convention centers throughout the country with services that include operations, catering, and concessions along with the booking and marketing of sports and entertainment events.