



FOR IMMEDIATE RELEASE
February 22, 2016

FOR MORE INFORMATION:
Emily Hereford
314-771-4407 Ext. 286
ehereford@prairiefarms.com

Granite City Mayor Proclaims February 22nd Prairie Farms PEEPS[®] Milk Day

CARLINVILLE, Ill. (February 22, 2016) – Prairie Farms PEEPS[®] Milk officially has its own day. Today at a ceremony in Granite City, Ill., home of Prairie Farms PEEPS[®] Milk, Mayor Ed Hagnauer announced an official proclamation that February 22nd will be known as “Prairie Farms PEEPS[®] Milk Day” in Madison County, Illinois. Accepting the honors were Prairie Farms’ Chef Rob Lagerlöf and the PEEPS[®] Chick, who flew in from Bethlehem, Pennsylvania, hometown of PEEPS[®], to celebrate this special day.

Prairie Farms’ Chef Rob and a group of PEEPS[®] Milk fans anxiously awaited the arrival of the PEEPS[®] Chick at St. Louis Regional Airport. They accompanied the PEEPS[®] chick to the Prairie Farms plant, where the Granite City “Town Crier” read the official proclamation on behalf of Mayor Ed Hagnauer to the sound of horns and drums, graciously provided by members of the Granite City High School Band. The ceremony was followed by a PEEPS[®] Milk and cookie reception.

In a joint statement, Prairie Farms’ Chef Rob and the PEEPS[®] Chick said, “We’re thrilled to celebrate the return of Prairie Farms PEEPS[®] Milk and we’re looking forward to spreading smiles throughout the country by asking all of our fans to express their PEEPS[®] PERSONALITY[®] in new ways by sharing their favorite way to enjoy America’s newest milk flavors.” Tomorrow, the PEEPS[®] Chick, accompanied by Chef Rob, will return to Bethlehem, hometown of PEEPS[®] to deliver the first run of Prairie Farms PEEPS[®] Milk.

How did Prairie Farms PEEPS[®] Milk become a real thing? Prairie Farms’ Chef Rob and the PEEPS[®] Chick love to cook and experiment with flavors. Last year while sharing their favorite reci-PEEPS on Pinterest, they had an amazing idea - why not capture the flavor of America’s favorite marshmallow treats in milk? This tasty collaboration was so popular, that in addition to Chocolate Marshmallow and Egg Nog, two new flavors are in the lineup for Spring 2016: Strawberry Crème and Orange Crème.

Prairie Farms will host a reci-PEEP contest from February 22nd through March 27th. Consumers are invited to upload a recipe and photo featuring at least one Prairie Farms product and their favorite PEEPS[®] marshmallow. Every week, fifty submissions will be randomly selected to receive an Easter basket prize package. Through March 27th, consumers can also enter daily for a chance to win \$250 cash and support an Our Caps Your Cause registered food pantry or animal shelter. The food pantry and animal shelter with the most votes will receive \$250 cash each! Full details on the contests can be found at: <http://www.prairiefarms.com/peepsmilk.aspx>



About Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 600 farm families, 5700 employees, 35 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion. Prairie Farms is a nationally recognized leader in the dairy industry and is known for setting the standard for milk flavor innovations and producing award winning milk and dairy products. With headquarters in Carlinville, Ill., Prairie Farms distribution footprint covers over 30 percent of the United States; products are available in grocery chains, mass merchandiser stores, club stores, convenience stores, dollar stores, drug stores, schools, food service outlets and warehouse distribution centers. Prairie Farms charitable giving program, [Our Caps, Your Cause](#), supports a variety of non-profit organizations. Prairiefarms.com

About Just Born Quality Confections: Just Born, located in Bethlehem, PA, is the 9th largest candy company in the US and is the maker of some of America's most beloved and iconic brands – PEEPS®, MIKE AND IKE®, HOT TAMALES® and GOLDENBERG'S® PEANUT CHEWS®. The Just Born Retail Group brings the candy to life in three PEEPS & COMPANY® retail locations, at www.peepsandcompany.com and in regular retailers across the country by creating an array of high-quality branded items such as apparel, plush, accessories and gifts for shoppers of all ages. Visit the PEEPS & COMPANY® online store or one of three retail stores located in Center Valley, PA, National Harbor, MD and the Mall of America in Bloomington, MN for great gifts this holiday season.

###

FARMER OWNED
Prairie Farms





FARMER OWNED
Prairie Farms

