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**FOR IMMEDIATE RELEASE**  
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## **Lexington's Paul Laurence Dunbar Wins 2016 KHSAA Boys' Sweet Sixteen® Basketball Tournament**

Carlinville, IL (March 31, 2016) – After five days of action packed basketball, the annual Whitaker Bank/KHSAA Boys' Sweet Sixteen® Basketball Tournament wrapped up on Sunday, March 20<sup>th</sup> at Rupp Arena in Lexington, Kentucky. The Paul Laurence Dunbar Bulldogs won Sunday's championship game against the Doss Dragons by a score of 61-52.

The Butler Bearettes celebrated their win over the Franklin County Flyers in the Championship game in the 2016 St. Elizabeth HealthCare/KHSAA Girls' Sweet Sixteen® Basketball Tournament held at BB&T Arena on the Northern Kentucky University campus on Sunday, March 13<sup>th</sup>. This win sealed the Butler High School girls' basketball team's fifth state championship.

Prairie Farms Dairy has been a corporate sponsor of the tournament for the past three years. The farmer-owned dairy cooperative donated ice cream, Rockin' Refuel, Coldstone Iced Coffee and pints of chocolate and strawberry milk for the main hospitality room. Attendees of the tournament also got the opportunity to try Prairie Farms PEEPS® Milk.

"Prairie Farms involvement as a corporate partner helped make this year's tournament a big success with their "Lucky Row" promotion, their on court presence, and the fan favorite t-shirt throw," said KHSAA Marketing Director Leah Little. "Fans were excited for the ice cream giveaway and looked forward to it each game. The Prairie Farm Cow mascots on the court are always a crowd favorite. We heard many positive comments about the products that were sampled in the hospitality area and fans asked where they could purchase them. The KHSAA would like to thank Prairie Farms for their continued support of high school athletics in Kentucky."

"Every year, Prairie Farms is a slam dunk at the Sweet Sixteen® Basketball Tournament," said Prairie Farms CEO Ed Mullins. "At Prairie Farms, we are committed to giving back to the communities where our farm families and employees live and work. Sponsoring the tournament exemplifies our desire of being involved in the community and being good neighbors."

On the three minute timeout in the second quarter of every game, one lucky row won North Star MoonPies, provided by Prairie Farms. Farrington Huguenin, 2015 graduate of the University of Kentucky and former UK Wildcats defensive end, helped pass out the MoonPies to the winning rows and even dressed as the Prairie Farms cow mascot. Huguenin also posed for photos with fans and autographed "Built With Chocolate Milk" towels.

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“He was a great asset to us during the tournament,” said Prairie Farms Sales Manager Joe Prewitt. “He is such a humble young man and made a lot of fans happy. We wish him luck in the upcoming NFL draft.”

All details of the tournaments can be found at [khsaa.org/2016-whitaker-bankkhsaa-boys-sweet-sixteen/](http://khsaa.org/2016-whitaker-bankkhsaa-boys-sweet-sixteen/) and [khsaa.org/2016-st-elizabeth-healthcarekhsaa-girls-sweet-sixteen/](http://khsaa.org/2016-st-elizabeth-healthcarekhsaa-girls-sweet-sixteen/). The webpage includes a full list of participating teams, as well as details on the tournament results.

### **About Prairie Farms Dairy**

Founded in 1938, 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](http://Prairiefarms.com)

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