

Prairie Farms Dairy
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Prairie Farms Jumps through Hoops to Refuel Athletes with Chocolate Milk during March Madness

Carlinville, IL (March 1, 2017) – Prairie Farms is proud to announce their sponsorship of four upcoming basketball tournaments in Illinois, Kentucky and Missouri.

The first of the events is the [2017 State Farm Arch Madness Missouri Valley Conference \(MVC\) Men's Basketball Tournament](#) and [MVC Hoops in the Heartland Women's Basketball Championship](#) in Saint Louis, Missouri and Moline, Illinois, respectively.

The Missouri Valley Conference is the second oldest in the nation, and includes ten colleges and universities located in the Midwest. The men's tournament will take place March 2-5, and the women's championship falling a week later, March 9-12. Prairie Farms will donate low-fat chocolate milk for the student athletes to enjoy and will be recognized as the Official Recovery Beverage of the Missouri Valley Conference throughout the tournament.

In Peoria, as part of the Illinois High Association (IHSA) Boys Basketball State Finals, Prairie Farms is a sponsor of the [March Madness Experience™](#), a family-oriented extravaganza of fun, interactive games and historical exhibits. The event is held across the concourse from the tournament action at Carver Arena, March 10-11 and March 17-18. To promote the tournament in central and northern Illinois schools, Prairie Farms half pints of milk feature a special side panel with the IHSA March Madness Play Smart. Play Hard logo.

Prairie Farms will also serve as a Silver Level Corporate Partner of the St. Elizabeth Healthcare/KHSAA [Girls Sweet Sixteen® Basketball Tournament](#) held at the BB&T Arena on the Campus of Northern Kentucky University, March 8-12, as well as the 100th Annual Whitaker Bank/KHSAA [Boys' Sweet Sixteen® Basketball Tournament](#) at Rupp Arena in Lexington, KY, March 15-19. This is the fourth year the farmer-owned dairy cooperative has sponsored the event.

"We're excited to jump through the hoops to provide student champions with Prairie Farms chocolate milk. With nutrients to refuel and natural protein to rebuild, athletes trust chocolate milk for post-game recovery, so they can perform their best during tournaments," said Rebecca Leinenbach, Prairie Farms Vice President of Marketing/Communications. "More than 20 studies support the benefits of recovering with chocolate milk after a tough workout, and our sponsorships during March Madness are powerful platforms to share the ['Built With Chocolate Milk'](#) message."

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Chocolate milk is not only a favorite refueling beverage for student athletes, but professionals as well. In a recent interview with USA TODAY Sports, Golden State Warriors All-Star Klay Thompson discussed his latest off-the-court endeavor — the Built With Chocolate Milk campaign — which will make him the face of the drink he's been incorporating in his diet since he was a kid.

"I don't know anyone who doesn't like chocolate milk," Thompson said. "It's delicious, first of all. I've been drinking it my whole life. ... It's a supplement I use consistently. Workouts, breakfast, night cap. I really enjoy it, because my diet and my training, you need to fill yourself with good proteins, good energy, and that's what chocolate milk has, so I was lucky enough to be on board (with this campaign), because it is something I really have been drinking my whole life." <http://builtwithchocolatemilk.com/news/usa-today-talks-klay-thompson>

Prairie Farms' milk is no stranger in training rooms. The company delivers milk regularly to the Detroit Pistons. Strawberry milk is a particular favorite of All-Star center Andre Drummond. "I enjoy strawberry milk after workouts and games because it's the perfect fuel for my recovery. The protein, carbs, and nutrients in milk set me up for success every time I hit the court," said Drummond, who recently partnered with the United Dairy Industry of Michigan to become a Milk Means More Ambassador. <http://www.milkmeansmore.org/wp-content/uploads/2017/01/UDIM-Andre-PR.pdf>

About Prairie Farms Dairy

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, IL, 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

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The advertisement has a dark brown background with a splash of chocolate milk. In the top left corner is the 'FARMER OWNED' banner and the 'Prairie Farms' logo. In the top right corner, the website 'prairiefarms.com' is listed next to icons for Facebook, Twitter, YouTube, and Instagram. The central text reads 'Nutrients to Refuel. Protein to Rebuild.' Below this, the phrase 'BUILT WITH CHOCOLATE MILK' is written in large, bold, white and gold letters, with horizontal lines on either side of 'BUILT WITH'.