

FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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World's Largest Milk Toast Planned for 100th Running of the Indy 500 100,000 Fans Will Toast Prairie Farms Milk on Race Day

CARLINVILLE, Ill. (**March 18, 2016**) – The tradition of drinking milk following an Indianapolis 500 win began in 1936 when three-time champion Louis Meyer drank buttermilk in Victory Lane at the Indianapolis Motor Speedway (IMS). Meyer regularly drank buttermilk to refresh himself on a hot day. This year, 100,000 fans will have the chance to share the world's largest milk toast with the winner of the 100th Running of the Indianapolis 500 presented by PennGrade Motor Oil.

Prairie Farms Dairy has teamed up with IMS and the American Dairy Association (ADA) to add this spectacular moment to Race Day. On Race Day, 100,000 16 oz. bottles of Prairie Farms milk will be distributed by ADA volunteers to spectators sitting in the grandstand sections along the front stretch. The milk bottles will also be available throughout the race from Prairie Farms refrigerated delivery trucks at several different locations.

“Prairie Farms is looking forward to providing milk for the World's Largest Milk Toast and we're proud to be part of the most iconic celebration in sports,” said Prairie Farms CEO Ed Mullins. “We strongly believe in giving back to the communities we serve. Not only is Prairie Farms providing 100,000 commemorative bottles of milk for the celebration, our farm families and employees will be there to engage with race fans throughout the day.”

Prairie Farms 2% pints will be specially branded for the 100th Running and will be available at retailers leading up to the race. Fans watching from home are encouraged to purchase the commemorative bottle and participate as well. Beginning in May, Prairie Farms will also have retail store promotions throughout Prairie Farms Country.

Prairie Farms wants everyone to join in the celebration leading up to the race. Indiana residents should keep an eye out for Prairie Farms specially wrapped delivery trucks and limited edition commemorative bottles and share on social media with #WinnersDrinkMilk.

For information on Prairie Farms, visit www.prairiefarms.com.

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 Carlerville, 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

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