



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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**Prairie Farms Delivers Milk for World's Largest Milk Toast
100,000 Fans Will Toast with Winner of the 100th Indy 500**

CARLINVILLE, Ill. (May 27, 2016) – The tradition of drinking milk following an Indianapolis 500 win in Victory Lane will continue this Sunday. At this year's race, 100,000 fans will have the chance to celebrate the winner and "Toast to Victory" with the world's largest milk toast.

Prairie Farms Dairy has teamed up with Indianapolis Motor Speedway (IMS) and the American Dairy Association (ADA) to add this spectacular moment to Race Day. On their way into the track, fans will stop by one of the five Prairie Farms trucks, grab a commemorative pint of milk, stick it in their cooler, and wait for prompts heard over the loud speakers to "Toast to Victory" along with the winning driver.

What makes the Toast even more exciting is that the milk provided by Prairie Farms Dairy will come from 35 Indiana dairy farms. Prairie Farms is owned by over 600 farm families, and their locally produced products are 100% Real Dairy with no artificial growth hormones or antibiotics.

"Prairie Farms is looking forward to providing 100,000 commemorative pints of milk for the World's Largest Milk Toast, and we're proud to be part of the most iconic celebration in sports," said Rebecca Leinenbach, Vice President of Marketing and Communications at Prairie Farms. "We take great pride in being owned by local farm families that are committed to taking care of their dairy cows. A farmer's day to day routine keeps a spotlight on sustainable practices while producing a fresh high quality product."

Milk's journey from the farm to the grocery store, or race track, takes only about two days. Not only is this journey fast and efficient, it enhances milk safety and quality. If you're from Indiana, the milk's journey began at a farm near you and ended at the track on the morning of Saturday, May 28th.

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 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

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