

**Prairie Farms Dairy**  
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**FOR IMMEDIATE RELEASE**  
**June 13, 2016**

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## **Prairie Farms Brings Attention to the Hunger Gap in Local Communities**

Carlinville, IL (June 13, 2016) – Prairie Farms is celebrating June Dairy Month by donating 14,500 gallons of milk, or 232,000 servings, to 29 Food Banks across the Midwest, including 500 gallons to Central Illinois Food Bank in Springfield, IL. Prairie Farms delivered the milk to the Food Bank on Friday, June 10<sup>th</sup>. The donations will help thousands of children and families receive all the nutrients provided in milk. Milk is one of the most requested items at Food Banks but is rarely donated. As of now, current milk donations can only cover one gallon of milk per family, per year.

Last year, Prairie Farms donated 11,000 gallons of milk to 22 different Food Banks. This year, they are raising the bar even further by increasing milk donations by 32%.

“June Dairy Month is an annual tradition that originated in 1937 as a way to help distribute milk when cows started on pasture in the summer months,” said Ed Mullins, Executive Vice President and CEO of Prairie Farms. “It is the perfect time to celebrate every step of our farm to table story and pay tribute to our farm families who work 365 days a year to provide wholesome, nutritious milk that helps feed millions of Americans each day. We are honored to help support the Food Banks in the communities where our employees work and live, and we hope this donation will help raise awareness in the fight against hunger.”

Additionally during June, Prairie Farms’ charity giving program [Our Caps Your Cause](#) will surpass a major milestone, donating more than \$100,000 to hundreds of local charities since the program’s inception three years ago. To celebrate this milestone, they are giving back even more by **TRIPLING** the caps for **ALL** Food Banks and Pantries registered in the program. That means each cap is worth 15 cents instead of 5!

Consumers can give back as well just by voting for the Our Caps Your Cause Food Bank or Pantry of choice in the [Get Real Give Back Sweepstakes](#). The Top 20 Food Banks and Pantries each week will receive a bonus cap donation valued at \$50! The [Get Real Give Back](#) Sweepstakes will award daily and weekly prize packages, all to commemorate June Dairy Month.

The hub for all campaign activities is [prairiefarms.com/getrealgiveback](http://prairiefarms.com/getrealgiveback) which includes new summer-themed cooking videos featuring Chef Rob, recipes, facts about 100% Real Milk and dairy products, coupons, contest entry form and more.

For information on Prairie Farms, visit [www.prairiefarms.com](http://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

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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)

A colorful promotional banner for "Get Real Give Back" Dairy Month. The top left features the "FARMER OWNED Prairie Farms" logo. The main text "Get Real Give Back" is in large, white, bubbly letters. Below it, "JUNE is DAIRY MONTH" is written in white on a green background. A group of four diverse people (two women and two men) are standing in a grassy field with a wooden fence. One man is holding a smartphone, and a speech bubble above him says "#ChefRob is grillin! 😊". To the right, a chef named "Chef Rob" is grilling corn on the cob. A circular logo for "OUR CAPS YOUR CAUSE" is also present. At the bottom, a green banner contains the text "ENTER TO WIN \$250 GIFT CARD &amp; DAIRY PRIZES", "SUPPORT LOCAL FOOD BANKS - TRIPLE POINTS IN JUNE", and the website "PRAIRIEFARMS.COM/GETREALGIVEBACK". A red button with "ENTER NOW" is on the right.