



FOR IMMEDIATE RELEASE
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Prairie Farms Extends Sponsorship of Collinsville Holiday Basketball Tournament

Collinsville, Illinois – December 18, 2018 – Collinsville High School is proud to announce Prairie Farms has extended their title sponsorship of the school’s Annual Holiday Classic Basketball Tournament.

The commitment ensures the Prairie Farms name will continue to be linked with the popular tournament through at least 2023 according to Collinsville High School Athletic Director Clayton Smith.

“I am excited to continue the partnership between Prairie Farms and the Collinsville High School Athletic Department. It has been a pleasure working with them since 2015. Their generosity and support help provide three action packed days of basketball for both athletes and fans,” said Smith.

Prairie Farms assumed primary sponsorship of the tournament in 2015 when Schnucks Markets stepped aside after 31 years. Frank Pitol, CHS Athletic Director in the 1980s, was instrumental in initiating a boys holiday basketball tournament at Collinsville High School. The first Holiday Classic was played in December 1984.

“We’re extremely proud to be the title sponsor of this great tournament for many years to come,” said Darin Copeland, Public Relations Manager for Prairie Farms Dairy, Inc. “It’s exciting to see athletes refueling with Prairie Farms chocolate milk and fans enjoying our local farmer owned products as they watch some of the greatest high school hoops action the region has to offer. This renewed sponsorship is a win-win for everyone.”

CHS Head Boys Basketball Coach Darin Lee said, "The Prairie Farms tournament has an incredible array of teams from throughout the state of Illinois along with one team from Missouri. Teams from urban and rural areas playing varying styles of basketball make the 32 games in three days fun for all the fans. CHS always draws a strong hometown crowd and because of this our players look forward to the tournament every year."

The 35th Annual Prairie Farms Holiday Classic Basketball Tournament will be played Thursday, December 27 – Saturday, December 29, 2018 at Collinsville High School.



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For complete information, including brackets and schedules, check out the official [Holiday Classic website](#) or use the link to tournament information under “Sports” on www.kahoks.org.

To get the latest news, follow the tournament on [Facebook](#) or [Twitter @ClassicTorny](#)

Collinsville High School serves 9-12 grade students in Collinsville Community Unit School District #10. CUSD 10 is comprised of 13 schools, serving 6,400 students PreK-12 in Madison and St. Clair Counties in Southwestern Illinois.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 800 farm families, 6000 employees, 44 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, cheese, and cultured dairy products. With headquarters in Edwardsville, Ill., the 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.



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