



FOR IMMEDIATE RELEASE

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Prairie Farms Supports Postseason Basketball Across the Midwest

Sponsorships include Missouri Valley Conference Men's and Women's Tournaments

EDWARDSVILLE, Ill. -- March is here and that means exciting hoops action can be found all across America including Missouri and Illinois, where Prairie Farms is a proud sponsor of the [State Farm Missouri Valley Conference Men's Basketball Tournament](#) in St. Louis, Missouri, and [MVC Women's Basketball Tournament](#) in Moline, Illinois.

The State Farm MVC Tournament – uniquely known as “Arch Madness” -- is an annual tourney featuring men's basketball teams from each of the 10 conference schools in a shootout for bragging rights. The 2020 event marks the 30th anniversary of the tournament in St. Louis and the 26th tourney at Enterprise Center. Prairie Farms is providing chocolate milk and Milk Snacks chocolate cake bars to players, staff and coaches as part of the agreement.

The MVC Women's Basketball Tournament -- currently promoted as “Hoops in the Heartland” -- is an annual basketball tournament which features the women's basketball teams from each of the Missouri Valley Conference member universities. The four-day event -- played at TaxSlayer Center in Moline – also features Prairie Farms providing chocolate milk and Milk Snacks chocolate cake bars to players, staff and coaches.

“The relationship between Prairie Farms chocolate milk and the recovery qualities it provides for our student-athletes at MVC basketball championships continues as a direct result of this multi-year agreement,” said MVC Commissioner Doug Elgin. “Prairie Farms has been a long-standing partner of the Missouri Valley Conference, and this commitment extends a mutually beneficial relationship for our schools and, in particular, our student-athletes.”

“Chocolate milk has become a drink of choice for athletes including basketball players and their fans,” said Craig Meng, a Prairie Farms Dairy Farmer from Freeburg, Illinois. “The Prairie Farms partnership is a perfect addition these events. I'm proud we can be part of the experience for participants and fans to enjoy our locally sourced post-game nutrition.”

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over 700 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,



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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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