



Celebrating
85Years

FOR IMMEDIATE RELEASE

December 1, 2023

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Prairie Farms sponsors the 2023 St. Jude Memphis Marathon® Weekend

Prairie Farms is proud to continue a 16-year tradition of supporting both the runners and St. Jude over the marathon weekend

EDWARDSVILLE, Ill. (December 1, 2023) – Prairie Farms is continuing a 16-year tradition as an event sponsor of the [St. Jude Memphis Marathon® Weekend](#) taking place December 2. The marathon is the largest single-day fundraising event for [St. Jude Children’s Research Hospital®](#), which allows St. Jude to continue its lifesaving mission of treating and defeating childhood cancer and other life-threatening pediatric diseases.

With the marathon approaching, getting ready for race day is top of mind for runners. Prairie Farms is partnering with *Gonna Need Milk* at the Health and Fitness Expo to highlight milk as a naturally nutrient-rich ally to help you perform your best. Milk is rich in 13 essential nutrients, including high-quality protein, making it a crucial component of a training diet. Adding real milk to your morning routine, such as in your oats, shakes, smoothies, and cereals, can provide sustained energy to fuel your runs leading up to the big day. At the Expo, Prairie Farms will be offering samples of 1% chocolate milk, where they’ll surpass half a million samples handed out over their years sponsoring the event.

Once runners cross the finish line, Prairie Farms will also be ready to help everyone refuel with chocolate milk, which has the ideal 3:1 protein to carb ratio for recovery that helps repair tired muscles, build lean muscle, rehydrate (even better than water!), and even prevent muscle soreness. Whether you sign up for the 5K or you are running your first marathon, research shows...You’re Gonna Need Milk.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives operating in the Midwest and the South. Elements of the cooperative include more than 600 farm families, 7,000 associates, 48 manufacturing plants, 100+ distribution facilities, and annual sales of over \$4.2 billion. Prairie Farms is a nationally recognized leader in the dairy industry 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, foodservice outlets, and warehouse distribution centers. For more information about Prairie Farms Dairy, visit www.prairiefarms.com.



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About St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Its purpose is clear: *Finding cures. Saving children.*® It is the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children. When St. Jude opened in 1962, childhood cancer was largely considered incurable. Since then, St. Jude has helped push the overall survival rate from 20% to more than 80%, and it won't stop until no child dies from cancer. St. Jude shares the breakthroughs it makes to help doctors and researchers at local hospitals and cancer centers around the world improve the quality of treatment and care for even more children. Because of generous donors, families never receive a bill from St. Jude for treatment, travel, housing or food, so they can focus on helping their child live. Visit [St. Jude Inspire](https://www.stjude.org/inspire) to discover powerful St. Jude stories of hope, strength, love and kindness. Support the St. Jude mission by donating at stjude.org, liking St. Jude on [Facebook](https://www.facebook.com/stjude), following St. Jude on [Twitter](https://twitter.com/stjude), [Instagram](https://www.instagram.com/stjude), [LinkedIn](https://www.linkedin.com/company/stjude) and [TikTok](https://www.tiktok.com/@stjude), and subscribing to its [YouTube](https://www.youtube.com/channel/UC8vK1v1v1v1v1v1v1v1v1v1) channel.

About the Milk Processor Education Program

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk companies, and dedicated to educating consumers and increasing consumption of fluid milk. For more information, visit [MilkPEP.org](https://www.milkpep.org).



Prairie Farms' Division Sales Manager, JayDee Clifton and Milkpep's mascot greet guests at the Health and Fitness Expo.