

Thirty-Pound Cheese Football Unveiled At Game



Unveiling the 30-pound cheese football to local Ithaca media were New York State Dairy Princess Jennifer Emerling and Ag Radio Network President Ed Slusarczyk, who donated the cheese. Also assisting were left to right: Cortland County Dairy Princess Jonelle Smith, Tioga County Dairy Princess Holly Howland, Chemung County Dairy Princess Anita Lant (behind Ed), Tompkins County Dairy Princess Carlie Gunning and Schyler County Dairy Maid Valerie Hoffman.

ITHACA, N.Y. — As part of a national campaign, ADADC promoted cheese during football season with tailgating festivities. In addition to television advertising, supermarket demonstrations and radio promotions, New York dairy princesses promoted cheese at a variety of special events.

New York State Dairy Princess, Jennifer Emerling, a freshman at Cornell University, organized a cheese promotion at the Cornell vs. Brown game on October 29. Attracting the students to the dis-

play was a 30-pound cheese football, sculpted by a Cornell art student. The cheese was part of the 150-pound block of NYS Cheddar cheese donated by Ed Slusarczyk, president of Ag Radio Network. He bought the cheese for a record \$1,200, on Dairy Day at the NYS Fair, at the annual Big Cheese Auction.

After the unveiling for local Ithaca media, the delicious and nutritious NYS Cheddar cheese was sampled by fans entering the stadium.



Price Choppers went the extra mile for ADADC this fall. Outside this store in Colonie, New York, an actual tailgate party was created promoting cheese with tailgating festivities. Shoppers were given cheese samples and recipes at 1,000 supermarket demonstrations in ADADC's marketing area.

Nominations Sought For Outstanding N.Y. Dairy Promoters

Syracuse, N.Y. — The American Dairy Association and Dairy Council, Inc. is seeking nominations for two Golden Cow awards, designed to recognize outstanding dairy promoters from any New York County.

Recipients will be chosen based on their service to an active dairy promotion committee. Winners will be recognized at the New York State Dairy Princess Pageant, held Tuesday, February 21 in Syracuse.

Nominations for the Golden Cow awards must be postmarked by Friday, January 13, 1995. Send letter listing reasons for nomination to: Stephanie Meyers, American Dairy Association and Dairy Council, Inc., 219 South West Street, Suite 100, Syracuse, NY 13202-1205.



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