



MEDIA ADVISORY: Press Conference to Announce Alice in Dairyland Finalists Friday in Platteville

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EDITOR'S NOTE: Please RSVP to Ashley Huibregtse (ashley.huibregtse@wisconsin.gov) if you plan to attend the press conference, luncheon or tours. Thank you!

PLATTEVILLE – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) will hold a press conference to announce the finalists for the 65th Alice in Dairyland position on Friday, March 23 at 10:45 a.m. at the University of Wisconsin-Platteville Pioneer Farm Agriculture Technology Center in Platteville. The current Alice in Dairyland, Katie Wirkus, and the finalists will be available after the official announcement for interviews and photos.

Following the press conference, members of the media are invited to participate in a luncheon, tour of Pioneer Farm and a tour of Rural Route 1 Popcorn with the finalists. Detailed time and location information is below.

The next Alice in Dairyland will be selected from these finalists May 17-19 in Grant County. Alice in Dairyland serves as Wisconsin's agricultural ambassador educating students, media and community members about the state's \$59 billion agriculture industry. Alice in Dairyland is a full-time public relations employee of DATCP and serves a one-year term.

WHEN: Friday, March 23, 2012

TIMES AND LOCATIONS:

10:45 a.m. – Press Conference at the Pioneer Farm Agriculture Technology Center
29200 College Farm Road, Platteville

12:00 p.m. – Luncheon at Cooper Living & Learning Center
29510 College Farm Road, Platteville

1:15 p.m. – Tour of Pioneer Farm
29200 College Farm Road, Platteville

2:50 p.m. – Tour of Rural Route 1 Popcorn Plant
105 E Tama Street, Livingston

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