



MEDIA ADVISORY: Alice in Dairyland Finalists to be Announced Friday in Chilton

Release Date: March 18, 2013

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CHILTON – The 66th Alice in Dairyland finalists will be announced by the Department of Agriculture, Trade and Consumer Protection (DATCP) on Friday, March 22. Media is invited to attend the press conference at 1:30 p.m. at Fox Valley Technical College in Chilton. Following the official announcement, the current Alice in Dairyland Rochelle Ripp and the finalists will be available for interviews and photos.

The finalists will prepare during the next seven weeks for the three-day Finals, which will be hosted May 8-10 by Calumet County. The Finals include agribusiness tours, interviews, an impromptu question and answer session and Finale Program. The 66th Alice in Dairyland will be selected at the conclusion of the Finale Program on May 10.

Alice in Dairyland is Wisconsin's official agricultural ambassador and travels thousands of miles across the state presenting to students, completing media interviews and attending community events to promote the state's \$59 billion agriculture industry. To be a finalist, these women completed an application and a preliminary interview. Alice in Dairyland is a full-time public relations employee of DATCP and serves a one-year term.

WHEN: Friday, March 22, 2013
1:30 p.m.

WHERE: Fox Valley Technical College
Room 136
1200 E Chestnut Street
Chilton

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