



MEDIA ADVISORY: Alice in Dairyland Top Candidates to be Announced March 14 in Delavan

Release Date: March 9, 2020

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MADISON – Members of the media are invited to attend a press conference at 1:30 p.m. on Saturday, March 14 at Lake Lawn Resort in Delavan. That day, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) will announce the names of the six top candidates vying to be the 73rd Alice in Dairyland. Following the official announcement, 72nd Alice in Dairyland Abigail Martin and the candidates will be available for interviews and photos.

Prior to being selected as top candidates, applicants completed an application and a preliminary interview. Over the next eight weeks, the six top candidates will prepare for the three-day Alice in Dairyland Finals, scheduled for May 14-16 in Walworth County. The three-day process includes agribusiness tours, media interviews, a discussion panel, individual interviews, and candidate presentations.

The selection of the 73rd Alice in Dairyland will be announced live during the program at the conclusion of the finals on May 16. Alice in Dairyland is a full-time communications professional serving as Wisconsin's agricultural ambassador. Each Alice is employed by DATCP for one year and travels thousands of miles across the state, presenting to students, completing media interviews and attending community events to promote the state's agriculture industry. The 73rd Alice in Dairyland will begin serving June 1, 2020.

WHEN: Saturday, March 14, 1:30 p.m.

**WHERE: Lake Lawn Resort, Geneva Club
2400 E. Geneva Street
Delavan, WI 53115**

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