



May 2011

BACKGROUNDER:

500 Festival activities showcase ADA during May

INDIANAPOLIS -- The American Dairy Association of Indiana (ADA) proudly participates in a trio of 500 Festival activities during the month of May. Each solidifies the tradition and long-standing relationship between the Indianapolis Motor Speedway, the Indianapolis 500 and Hoosier dairy farm families.

Among activities are:

OneAmerica 500 Festival Mini-Marathon

ADA helped kick off the month at the 35th OneAmerica 500 Festival Mini-Marathon by providing chocolate milk to runners at the conclusion of the nation's largest half-marathon. Over 10,000 Prairie Farms chocolate milk pints were handed out to Mini-Marathon runners to refuel and replenish after the grueling 13.1 mile event on Saturday, May 7.

Recent research has shown that chocolate milk is an outstanding drink that provides athletes with carbohydrates and proteins, both important in the recovery process after a strenuous workout. Chocolate milk also provides about 90% water for hydration, plus calcium, vitamin D, magnesium, phosphorous, and B vitamins that help athletes refuel muscles and replenish body fluids lost during exercise. From bone-building to muscle strengthening, nutrients found in chocolate milk provide a variety of positive health benefits.

500 Festival Education Program

Throughout the month of May, the American Dairy Association offers historical information about the beloved Victory Circle Bottle of Milk tradition to more than 19,000 Indiana fourth-graders. ADA also sends a plethora of nutritional information to students regarding health benefits derived from including dairy in their diets at least three times a day. Students involved in the program will be able to glimpse history and learn about the importance of nutrition in their everyday lives.

IPL 500 Festival Parade

On the afternoon of May 28, "Milkmen" **Richard Thomas** of Middlebury, Indiana and **David Forgey** of Logansport will join other Indiana dairy farm family members and mascot Buttercup the Cow atop the American Dairy Association's float in the IPL 500 Festival Parade. For five years, ADA has created a float commemorating the long-standing relationship between the Indianapolis Motor Speedway's signature race and Indiana's dairy farm families.

PUBLICISTS:

Sally Bonneau

E-MAIL:

sally@bpsindy.com

CELL:

317•965•5566

Sara Holtz

E-MAIL:

sara@bpsindy.com

CELL:

765•432•0483

BPS MARKETING

9135 N. Meridian Street
Suite C-5
Indianapolis, IN 46260

OFFICE:

317•846•8965

WEB:

WinnersDrinkMilk.com

Thomas and Forgey are the Hoosier dairy farmers who will deliver the fabled Bottle of Milk to the race winner in Victory Circle on May 29.

“We are proud to be part of this race weekend tradition, and look forward to a bright and sunny day!” exclaimed Jenni Purcell, Director of Communications for the American Dairy Association of Indiana.

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