



May 2011

FOR IMMEDIATE RELEASE:

Thomas, Forgey set to deliver Victory Circle milk

INDIANAPOLIS – Every driver in the 2011 Indianapolis 500-Mile Race will want to make the acquaintance of two Hoosier dairy farmers on Sunday afternoon, May 29.

And they'll know exactly where to find them. **Richard Thomas** and **David Forgey** will be standing, cooler in hand, on some of Central Indiana's most valuable real estate – Victory Circle at the Indianapolis Motor Speedway.

Thomas, a dairy farmer from the small northern Indiana community of Middlebury, in the heart of Amish Country, and Forgey, whose River-View Dairy Farm *literally* is on the banks of the Wabash near Logansport, are assuming responsibility for continuing one of Indianapolis' most treasured traditions. The "Milkmen" will deliver the fabled Bottle of Milk to the winner of the 95th 500-Mile Race, courtesy of the American Dairy Association of Indiana. Both are board members of Milk Promotion Services of Indiana (MPSI).

"We are honored to be selected by our peers to continue the tradition that means so much to those of us involved in the dairy industry here in Indiana, as well as throughout the U.S.," Thomas said. "We appreciate the support of this tradition by the Hulman-George Family, and recognize the important place it holds in the hearts of everyone who loves the Indianapolis 500, especially during this Centennial year."

"Just as everyone around the world thinks of the 500-Mile Race when they hear the word 'Indianapolis,' most also are aware of how every winner toasts victory at this great track," added Forgey. "Richard and I take the responsibility of representing this tradition very seriously, and look forward to the great opportunity of carrying it forward come May 29."

The legendary **Louis Meyer**, Indy's first three-time winner (1928, '33, '36) is acknowledged as the driver who launched the Bottle of Milk Tradition when he asked for a glass of his favorite beverage – buttermilk – to quench his thirst after a grueling 500 miles in 1933. Three years later, Meyer was photographed in Victory Lane drinking milk. Milk was presented off and on during the next several years until, in 1956, the Bottle of Milk was made a permanent part of the post-race celebration by Indianapolis Motor Speedway owner **Anton "Tony" Hulman**.

2011 marks the 56th consecutive year for the beloved tradition – one that Richard Thomas and David Forgey intend to see continue on May 29.

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

