



FOR IMMEDIATE RELEASE

August 12, 2019

Contact: Christina Crews

Phone: (267) 262-9662

Email: ccrews@milk4u.org

## \*\*\*MEDIA OPPORTUNITY\*\*\*

# UNDENIABLY DAIRY SHAKE-OFF RETURNS TO THE MARYLAND STATE FAIR

*Celebrity teams compete in milkshake-making contest*

**WHAT:** Celebrity participants from three local broadcast outlets will compete in the Undeniably Dairy “Shake-Off” milkshake contest. Teams will have 15 minutes to create a milkshake that will impress a panel of judges and earn the first-place trophy. Winners take home bragging rights and the coveted Undeniably Dairy “Shake Off” Trophy!

American Dairy Association North East has partnered with the Maryland State Fair and the Maryland Farm Bureau Young Farmers to bring the Undeniably Dairy “Shake-Off” to the Fair.

**WHO:** Surprise alumni NFL players  
TV news personalities from WMAR-TV 2, WJZ-TV 13 and WBFF-TV 45  
Maryland State Dairy Princess

**WHEN:** Thursday, August 29, 2019  
2:00 p.m.

**WHERE:** Maryland State Fair Park Free Stage – Maryland State Fair Grounds  
2200 York Road, Lutherville-Timonium, MD 21093

**WHY:** The Undeniably Dairy “Shake-Off” is a fun event that showcases dairy as a tasty treat. Teams will bring their competitive spirit - and their Undeniably Dairy creations – to the Fair.

Fairgoers will enjoy lots of entertainment, giveaways, ice cream samples and more!

### VISUAL & INTERVIEW OPPORTUNITIES INCLUDE:

- ADANE’S Undeniably Dairy “Shake-Off” Milkshake Competition
- ADANE spokespersons, Elisabeth Jalkiewicz, RDN, LDN and Amy Leslie
- NFL Alumni Players
- Maryland Dairy Princess - Ellie Feaga
- Six-Foot-Tall Chocolate Milk Glass Prop

###