

FOR IMMEDIATE RELEASE

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South Dakota Dairy Princess Candidates Sought

BROOKINGS, S.D. – The Midwest Dairy Association South Dakota Division is seeking candidates to participate in the State Dairy Princess contest March 27-28, 2012, at the Sioux Falls Convention Center and Sheraton Hotel in Sioux Falls. The event is held in conjunction with the Central Plains Dairy Expo and Convention.

The South Dakota Dairy Princess reigns for one year as the official goodwill ambassador for the state's dairy industry, making a variety of public appearances to help consumers understand dairy products and the responsible practices used by dairy producers. The new princess will be South Dakota's 57th State Dairy Princess.

The entry deadline is March 1, 2012.

Candidates must be 17 to 23 years old, a high school graduate, unmarried and have parents or guardians who are actively engaged in the production of milk for sale to a licensed plant. A candidate also qualifies if she, her parents or guardian is employed on a dairy farm. Candidates are judged on their communication skills, personality, general knowledge of the dairy industry and enthusiasm for dairy promotion.

The 2012 South Dakota Dairy Princess will receive a \$1,000 scholarship from Midwest Dairy Association. A \$500 scholarship from the Central Plains Dairy Expo will be awarded to the first runner-up.

For complete rules and an application form, visit midwestdairycheckoff.com or contact Seena Glessing, Midwest Dairy Association – Dairy Princess Consultant, 8554 Grover Ave. SW, Waverly, MN 55390 or (320) 282-6337, or email seena.glessing@gmail.com.

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Midwest Dairy Association is a non-profit organization funded by dairy producers to build demand for dairy products through integrated marketing, nutrition education and research. Midwest Dairy is funded by checkoff dollars from dairy farmers in a 10-state region, including Minnesota, North Dakota, South Dakota, Iowa, Illinois, Missouri, Nebraska, Kansas, Arkansas and eastern Oklahoma. For more information, visit www.midwestdairycheckoff.com. Follow us on [Twitter](#) and find us on [Facebook](#) at Midwest Dairy.