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Attention 4-H Clubs: Become a Contestant in Cedar Crest Ice Cream's Feature Flavor Contest

MADISON, Wis. (October 11, 2012) — Cedar Crest Ice Cream of Cedarburg, Wisconsin and the Wisconsin 4-H Foundation present a contest in which the 1600 Wisconsin-based 4-H Clubs may compete for a \$300 cash prize and an ice cream party for club members, plus the winning flavor will be produced by Cedar Crest Ice Cream Company during June dairy month next year.

According to Kristi Thering-Tuschen, Executive Director of Development for the Wisconsin 4-H Foundation, the "Create and Name the Ice Cream Flavor" contest, is a superb opportunity for participating 4-H youth to understand how diplomacy and democratic principles can be used to determine which flavor is the most popular or which product name to advance, and get hands-on experience developing a new ice cream product that will be on store shelves in 2013 under Cedar Crest's label." Thering-Tuschen credited Kay Schmit, Marketing Manager at Cedar Crest Ice Cream, for the creative idea.

Timely submitted entries will be judged by a panel of judges chosen by Cedar Crest's staff. Cedar Crest currently manufacturers over 80 flavors of ice cream at its Manitowoc, Wisconsin plant, and distributes product in five states. Many of the flavors now produced by Cedar Crest Ice Cream, like "Pirate's Booty" and "Elephant Tracks" came into existence per prior competitions, like the contest now open to Wisconsin 4-H Clubs.

The Wisconsin 4-H Foundation serves nearly 100,000 youth, according to Thering-Tuschen, who explained that the foundation's role in partnering with Cedar Crest is "promotion" adding, "This is a unique opportunity for 4-H members throughout the state to become engaged, giving youth who participate a taste of what it takes to become an inventor-entrepreneur, as they develop a new ice cream product and name it." She said, "UW Extension staff and its 20,000 4-H volunteers statewide, strive to produce responsible

future leaders per the various 4-H program offerings, and here, youth will develop communication and negotiation skills, gain an understanding of how to bring together differing minds to advance one idea, and use critical thinking skills.”

Official ice-cream contest entry forms are found on Cedar Crest Ice Cream Company’s website: www.cedarcresticecream.com and the Wisconsin 4-H Foundation’s website: <http://wis4hfoundation.org>. Inquiries regarding the contest should be directed to Kay Schmit, Marketing Manager at Cedar Crest Ice Cream: 800-877-8341

Thering-Tuschen urges 4-H alums, and friends and family members of current 4-H Club members “to be involved per a sharing of ideas, for as we near the 100 year celebration of 4-H in Wisconsin, this is the perfect time to begin bringing together people who have ties to 4-H.”

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