

**FOR IMMEDIATE RELEASE**

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**Create and Name the Next Wisconsin 4-H Featured Ice Cream Flavor**

*Enter Cedar Crest Ice Cream's Feature Flavor Contest by December 1*

Madison, Wis. [September 24, 2015] – Cedar Crest Ice Cream and the Wisconsin 4-H Foundation have teamed up once again to present a “Create and Name the 2016 4-H Ice Cream Featured Flavor” contest for the 1,600 Wisconsin-based 4-H clubs and groups. The winning group will receive a Cedar Crest Ice Cream Party and a \$300 cash prize. In addition, the winning flavor will be produced during June Dairy Month 2016. Contest entries are due December 1.

“This contest is a wonderful opportunity for 4-H’ers across the state to work together and implement all facets learned through 4-H, like teamwork, creative thinking and effective communication,” says Jim Reid, president of the Wisconsin 4-H Foundation. “We appreciate the continued partnership with Cedar Crest and their commitment to 4-H youth of all ages.”

This is the fourth year of the partnership. The winning flavor in last year’s contest was Big Muddy, developed by the Friendly Valley 4-H Club. Dykesville Dolphins 4-H Club crafted the centennial flavor Udder Delight. The inaugural winning flavor was CranRaspberry Cheesecake created by the Sunnyside Climbers 4-H Club.

Entries in this year’s contest will be evaluated by a panel of judges chosen by Cedar Crest’s staff. The winning flavor will be available for sale summer 2016. Cedar Crest is celebrating its 40<sup>th</sup> year in business and currently manufacturers over 80 flavors of ice cream at its Manitowoc facility and distributes product in five states. Many of the flavors now produced by Cedar Crest Ice Cream were created through prior competitions like the contest now open to Wisconsin 4-H clubs and groups.

Official ice-cream contest entry forms are found on Cedar Crest Ice Cream’s website:

[www.cedarcresticecream.com](http://www.cedarcresticecream.com) and the Wisconsin 4-H Foundation’s website: [www.wis4hfoundation.org](http://www.wis4hfoundation.org).

Inquiries regarding the contest should be directed to Kay Schmit, Marketing Manager at Cedar Crest Ice Cream, at 800-877-8341. In addition, the 4-H Featured Flavor will be promoted on Cedar Crest’s and Wisconsin 4-H Foundation’s Facebook pages. Everyone is encouraged to tune in and follow the progress.

Based in Madison, Wis., the Wisconsin 4-H Foundation provides essential funding for 4-H programs throughout Wisconsin. By partnering with individuals, corporations and foundations, the Wisconsin 4-H Foundation supports more than 350,000 youth who take part in various 4-H leadership, development and community-building activities throughout the state. Learn more about the Wisconsin 4-H Foundation by visiting [www.Wis4HFoundation.org](http://www.Wis4HFoundation.org).

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