



Tickets available for 70th Alice in Dairyland Finals

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MADISON – Members of the public are invited to attend several Finale Events leading up to the selection of the next Alice in Dairyland Saturday, May 13 in the Lambeau Field Atrium in Green Bay.

Tickets are on sale for several events culminating in the selection of the 70th Alice in Dairyland, Wisconsin’s agricultural ambassador.

The public is welcome to attend the following:

Candidate Discussion Panel Dinner, Friday, May 12, Green Bay Botanical Garden, Green Bay; 5 p.m., Social Hour; 6 p.m., Meal; Program/Discussion Panel, 7 p.m. (\$15);

70th Alice Finale Banquet & Selection of the 70th Alice in Dairyland, Saturday, May 13, Lambeau Field Atrium, Green Bay, 5 p.m. Social Hour; 6:30 p.m., Dinner; 7:30 p.m., Finale Program and Dessert Social including Live Music at 9 p.m.(\$30);

70th Alice Finale Program Only, Saturday, May 13, Lambeau Field Atrium, Green Bay, 7:30 p.m., (\$15).

For all event information and ticket sales, visit aliceindairyland.com. Ticket sales continue until Monday, April 24.

This year’s Alice candidates are: Abrielle Backhaus, Kewaskum; Jenna Crayton, Oak Creek; Alexis Dunnum, Westby; Crystal Siemers-Peterman; Cleveland; Kaitlyn Riley, Gays Mills; and Kelly Wilfert, Two Rivers.

Alice in Dairyland is a one-year, full-time public relations position with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The official start date for the 70th Alice in Dairyland is June 5, 2017.

In this highly visible and fast-paced position, Alice in Dairyland travels throughout the state teaching rural and urban audiences of all ages about Wisconsin’s extensive agricultural industry. In the position, Alice in Dairyland cultivates relationships with television, radio and print media outlets; writes and delivers speeches; and utilizes social media to tell the stories of Wisconsin agriculture. Additional duties include developing and executing marketing plans, delivering classroom presentations, and networking with industry professionals.

Each year, a different Wisconsin County hosts the Alice in Dairyland interview activities, with Brown County serving as the host county this year.

Alice in Dairyland is Wisconsin’s official agricultural ambassador. She travels the state to teach rural and urban audiences of all ages about Wisconsin’s \$88.3 billion agriculture industry. She gives media interviews, speaks to groups at community events, visits schools and uses social media to help consumers understand the diversity and economic impact of Wisconsin agriculture and the nutritional benefits of its agricultural products.

The candidates will be participating in agribusiness tours and media interviews around Brown County, May 11-13. Follow events on Facebook and Twitter at #70thAlice.