

# Welcome to the 40th Annual Dairy Day

## at the Great New York State Fair



*Dairy Day Festivities take place all day, Monday, August 29.*

### Celebrity Milkshake Contest

10:30 a.m. – Chevrolet Court Pavilion

CNY celebrities do the mixin' as 93Q's Ted and Amy host this competition to see who can create the tastiest summer dairy treat. Come join the fun, and root for your favorites!

### New York "Big Cheese" Auction

11:00 a.m. – Chevrolet Court Pavilion

Led by auctioneer and N.Y.S. Assemblyman Bill Magee, all are invited to bid on delicious N.Y.S. cheese! During the auction, dairy princesses will distribute samples of N.Y.S. cheese!

### Open Holstein Show

8:00 a.m. – 2:30 p.m. - Toyota Coliseum

Holsteins are the most quickly-recognized breed of dairy cattle, with their distinctive black markings. All day, stop by the show and view some of the state's most beautiful Holstein cows and heifers.

### Celebrity Cow Milking Contest

3:00 p.m. - Toyota Coliseum

Held in the Coliseum, this year's Milking Contest is interactive and fun for those of all ages! We're proud to partner with the Food Bank of CNY in support of the Great American Milk Drive.

### Dairy Day Parade

6:00 p.m. - Starting in Chevrolet Court

Grab your spot around Chevrolet Court to watch the procession of dairy princesses, tractors, creative floats, milk trucks and more! Keep your eyes open for free cheese giveaways, toys and erasers, and tickets for the Milk Bar!

### Plus Daily Dairy Fun!

**Rainbow Milk Bar**  
Enjoy a nice, cold glass of New York State's Official Beverage



**Dairyland Stage**  
Enjoy daily professional entertainment, all at no charge!

**Dairy Cow Birthing Center**  
Witness the live birth of baby calves daily!

**Milking Parlor Observation Room**  
Learn about milk's journey from Moo to You!

**48<sup>th</sup> Annual Butter Sculpture**

**Yo2Go**  
Enjoy cups of fresh NY Yogurt with your choice of toppings at the **Fair's official yogurt bar!!**

**Sarah Kaufmann, the Cheese Lady**

