

# Alice in Dairyland Top Candidate Announcement

Posted on Tuesday, Mar 14, 2017

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GREEN BAY - The 70<sup>th</sup> Alice in Dairyland top candidates will be announced by the Department of Agriculture, Trade and Consumer Protection (DATCP) on Friday, March 17. Members of the media are invited to attend the press conference starting at 1:30 p.m. at the Neville Public Museum in Green Bay, site of the *"Alice in Dairyland: Wisconsin's Agricultural Ambassador"* exhibit, which opened in January.

Following the official announcement, the current Alice in Dairyland, Ann O'Leary, and the candidates will be available for interviews and photos. The public and press are invited to join the candidates and Alice at a reception following the press conference.

Over the next eight weeks, the Alice in Dairyland candidates will be preparing for the three-day Alice in Dairyland Finals, which will be held May 11-13 in Brown County. The finals includes agribusiness tours, interviews, a discussion panel, and Finale Program. The 70<sup>th</sup> Alice in Dairyland will be selected at the conclusion of the Finale Program on May 13 at Lambeau Field. For more information, go to [www.AliceInDairyland.com](http://www.AliceInDairyland.com).

Alice in Dairyland is a full-time public relations employee of DATCP and serves a one-year term. As Wisconsin's "agricultural ambassador," Alice in Dairyland travels thousands of miles across the state presenting to students, completing media interviews and attending community events to promote the state's \$88 billion agriculture industry. Candidates for Alice in Dairyland completed an application and a preliminary interview.

**WHEN: Friday, March 17, 2017, 1:30 p.m.**

**WHERE: Neville Public Museum Theater 210 Museum Place Green Bay, WI**