

**For Immediate Release  
April 6, 2021**

## **Washington County Dairy Promotion Announces New June Event**

*“Dairy Destination – Carloads of Fun”*

**West Bend— April 6, 2021** — Washington County Dairy Promotion is rolling out a brand-new event for 2021, “Dairy Destination – Carloads of Fun”. This newly created event provides a unique opportunity to load up your car with family and friends and head out to one of Washington County’s finest dairy farms, Sunset Farms located in Allenton, WI.

Upon arrival, you will be guided to the auto trail where you will roll through the entire dairy operation from the comfort of your car. Cows, calves, dairy barns, farm equipment and other fascinating sites that make the wheels turn on this dairy operation will be featured. There will be games and surprises along the way for the kids. Each car will receive a signature “Dairy Dream Box” filled with dairy products, treats, and prizes valued at over \$30. Mike Strupp, event co-chair, said “the goal of this new event is to show-case locally available dairy products through a fun and creative adventure at the farm.”

The event will be held on Saturday, June 12 through advanced ticket sales only. Tours will run from 7:00 a.m. to 11:00 a.m. Your ticket will indicate your tour arrival time. Tickets go on sale May 1, 2021 and can be purchased online at: [www.washingtoncountydairy.com](http://www.washingtoncountydairy.com). A limited number of tickets will be sold on a first-come first-serve basis. It is recommended to purchase early to guarantee a spot! The cost is just \$20 per carload and promises to be fun for all ages. Tickets are non-refundable.

Washington County Dairy Promotion is dedicated to promoting the dairy industry through promotion and education in classrooms and through community events. Proceeds from this event make these programs possible. Washington County Dairy Promotion is supported and operated by dairy farmers and partners in the dairy industry.

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