



FOR IMMEDIATE RELEASE

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Missing Fair? You Don't Have to Miss Out on Fair Ice Cream

Oregon Dairy Women Partnering with Wilco to Bring You the Red Barn on Wheels

Salem, Ore. – July 6, 2020 – Thanks to the generosity of Wilco Farm Stores, the Oregon Dairy Women are excited to announce the "Red Barn on Wheels." This ice cream pop-up event will take place six weekends in July and August, in large part coinciding with original 2020 county and State Fair dates. The ice cream trailer will be open 11am – 6pm, at the following Wilco Farm Store locations this summer throughout the Willamette Valley.

- July 10-12, Salem Wilco
- July 17-19, Lebanon Wilco
- July 31-August 2, Corvallis Wilco
- August 7-9, Newberg Wilco
- August 21-23, Canby Wilco
- August 28-30, Salem Wilco

"We're thrilled to be partnering with Wilco for 18 days this summer to put smiles on people's faces with cones and shakes, and hope to raise funds for our non-profit organization along the way," said Becky Heimerl, Oregon Dairy Woman President. "One hundred percent of the proceeds from ice cream sales go towards our scholarship and Dairy Princess Ambassador Program," Heimerl added. In 2020, the Oregon Dairy Women provided 13 college scholarships to students.

The Red Barn on Wheels menu will serve-up cones and shakes. The beloved swirl cone will be on the menu, along with chocolate and vanilla cones in regular and waffle cone options. Five shake flavors will also be offered: Oreo, Marionberry, Strawberry, Chocolate and Vanilla.

"Wilco saw this as a great opportunity to offer 4-H and FFA students, their families and advisors a small piece of fair this summer, with so many fairs and festivals being cancelled this year due to COVID-19," said Jake Wilson, Wilco Director of Marketing and eCommerce.

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“We know it doesn’t make-up for the loss of their fair experience, but we hope the Red Barn on Wheels adds a little perk to community-members over the weekends that the fairs would’ve been taking place,” Wilson added.

The safety of customers and volunteers is a top priority, all recommended CDC sanitation protocols will be implemented, including face coverings for all volunteers and 6-foot social distancing guidelines.

Oregon Dairy Women (ODW) is an all-volunteer, non-profit organization with the main objective to promote the dairy industry. The ODW mission is to promote greater use of all dairy products through outreach and educational programs.

Since 1959, the Oregon Dairy Women’s Dairy Princess Ambassador Program has served as the premier advocate for the Oregon Dairy Industry in collaboration with the Oregon Dairy Farmers Association and the Oregon Dairy Nutrition Council. The ODW award scholarships, and provides financial support to 4-H and FFA programs, Agriculture in the Classroom, Ag Fest, Summer Ag Institute, Adopt-a-Farmer and judging teams.

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