



Longmont Dairy Farm, Inc.
920 Coffman St.
Longmont, Colo. 80501
(303) 776-8466

NEWS RELEASE

Media Contact:
Shaley Dehner
(970) 720-1569
sdehner@longmontdairy.com

FOR IMMEDIATE RELEASE

Longmont Dairy Farm Shares the Love this Valentine's Day

Longmont Dairy Farm sells milk bottles half-off in service to Colorado areas that do not regularly receive products.

LOVELAND, COLO., Feb. 12, 2016 – Milk and other products are being sold in Loveland on February 13, 2016 at Longmont Dairy Farm, Inc.'s "Share the Milk" event. The trademark of this event is that half-gallon bottled milk will be sold at \$1.49, a 50 percent discount, just in time for Valentine's Day.

The event will be held in Loveland, Colo. at the Benson Sculpture Park. It will start at 9 a.m. and end at 1 p.m. Food, beverages (including tons of milk), and live music will be provided. A demonstration of how dairy cattle are milked will be offered as well as a showcase exhibit of one of their dairy cows.

This event was created to give areas such as Loveland, Northglenn, Platteville, Thornton, and Aurora a chance to buy Longmont Dairy Farm, Inc.'s products. These areas receive limited delivery services. "Share the Milk" allows Longmont Dairy Farm, Inc. to share their love of dairy products with these cities.

- MORE -

For more information about the “Share the Milk” event, including products, prices, services, and event tips, contact Shaley Dehner, or visit www.longmontdairyfarminc.com.

###

About Longmont Dairy Farm, Inc.

Longmont Dairy Farm, Inc. is a family owned and operated business, established in 1965 by Jim Boyd and Reese Boatman. They began home deliveries of their milk and other products in the 1980s. Having celebrated their 50th anniversary in 2015, their products, company, and cattle are at their peak.

- END -



Longmont Dairy Farm, Inc.
920 Coffman St.
Longmont, Colo. 80501
(303) 776-8466

February 5, 2016

Tim Dietz
9NEWS
500 E Speer Blvd
Denver, CO 80203-4187

RE: Cows. Love. Sharing.

Dear Mr. Dietz:

Longmont Dairy Farm, Inc.'s cattle are excited to share their milk.

On February 13, 2016, the "Share the Milk" event is being herded into Loveland, Colo.

Let's face it; dairy lovers cannot get enough of our milk. Communities who have limited delivery are mooing for more. Loveland, Northglenn, Platteville, Thornton, and Aurora are in udder need of our products, hence "Share the Milk".

This moo-of-a-time event will be held at Benson Sculpture Park in Loveland, Colo., from 9 a.m. to 1 p.m.

I will be available to discuss this event next week. I will call you next Monday to answer any questions you may have, provide further information, and book an interview. Thank you for your time.

Sincerely,

Shaley Dehner
Longmont Dairy Farm, Inc.
(970) 720-1569



FACT SHEET

Longmont Dairy Farm, Inc.
920 Coffman St.
Longmont, Colo. 80501
(303) 776-8466

Media Contact:
Shaley Dehner
(970) 720-1569
sdehner@longmontdairy.com

Longmont Dairy Farm, Inc.

Mission:

- To produce the highest quality milk
- To serve customers beyond their expectations
- To provide a safe and pleasant workplace
- To reward team members for achieving the highest quality and service to customers

Company Overview:

- Founded in 1965 by Jim Boyd and Reese Boatman in Longmont, Colo.
- In 2015, they celebrated their 50th anniversary
- “Milk Caps for Moolaa” fundraiser helps students and schools earn money by drinking Longmont Dairy Farm, Inc.’s milk and saving the bottle caps at 5 cents each
- Overnight milk delivery to client’s residences sets Longmont Dairy Farm, Inc. apart from other local dairies

Dairy Facts:

- Current estimated annual revenue is \$7 million
- One-hundred employees
- Quality fed and cared for cattle **with no supplemental rBST growth hormones**

Products

- Milk, chocolate milk
- Whipping cream, eggnog
- Orange juice, lemonade
- Humus, yoghurt
- Eggs, cheese
- Metal porch boxes for milk bottles

###

Meet Bell

Longmont Dairy Farm, Inc.'s
Newest Cow . . .



Breed: Holstein

Age: 2 Years

While Bell enjoys normal past-times of Dairy cattle she especially loves to moo to “When the Cows Come Marching Home” by Moozel.

We wanted to let you know where your delicious milk is coming from! Bell and Longmont Dairy Farm, Inc. thank you for your continued service and support!