



22 May 2013

For immediate release

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Hill, Hoeing set to deliver Victory Circle milk

INDIANAPOLIS – Every driver in the 2013 Indianapolis 500-Mile Race will want to make the acquaintance of two Hoosier dairy farmers on Sunday afternoon, May 26.

And they'll know exactly where to find them. **Duane Hill** and **Ken Hoeing** will be standing, cooler in hand, on some of Central Indiana's most valuable real estate – Victory Circle at the Indianapolis Motor Speedway.

Hill, whose family-owned-and-operated Mayhill Holsteins is located in the east-central Indiana community of Fountain City, and Hoeing, whose family milks around 400 cows on the 3000-acre Hoeing Dairy Farm near Rushville, are assuming responsibility for continuing one of Indianapolis' most treasured traditions. The "Milkmen" will deliver the fabled Bottle of Milk to the winner of the 97th 500-Mile Race, courtesy of the American Dairy Association of Indiana. Both Hill and Hoeing are board members of Milk Promotion Services of Indiana (MPSI).

"We are honored to be selected by our peers to continue the tradition that means so much to those of us involved in the dairy industry here in Indiana, as well as throughout the US," Hill said. "We appreciate the support of this tradition by the Indianapolis Motor Speedway and the Hulman-George Family, and recognize the important place it holds in the hearts of everyone who loves the Indianapolis 500."

"Just as everyone around the world thinks of the 500-Mile Race when they hear the word 'Indianapolis,' most also are aware of how every winner toasts victory at this great track," added



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Hoeing. “Duane and I take the responsibility of representing this tradition very seriously, and look forward to the great opportunity of carrying it forward come May 26.”

The legendary **Louis Meyer**, Indy’s first three-time winner (1928, ’33, ’36) is acknowledged as the driver who launched the Bottle of Milk Tradition when he asked for a glass of his favorite beverage – buttermilk – to quench his thirst after a grueling 500 miles in 1933. Three years later, Meyer was photographed in Victory Lane drinking milk. Milk was presented off and on during the next several years until, in 1956, the Bottle of Milk was made a permanent part of the post-race celebration by Indianapolis Motor Speedway owner Anton “Tony” Hulman.

2013 marks the 58th consecutive year for the beloved tradition – one that Duane Hill and Ken Hoeing intend to see continue on May 26.

Cutline:

It’s #Indy 500 or Bust for Hoosier dairy farmers **Duane Hill** (left) and **Ken Hoeing**. The two “Milkmen” – who will deliver the famous Bottle of Milk to the winner of the 500-Mile Race in Victory Circle this coming Sunday (May 26) – participated in a first earlier this week: they posed with a cow on the Yard of Bricks behind the Indianapolis Motor Speedway Pagoda!