



FOR IMMEDIATE RELEASE  
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## **CRANBERRY GROWERS HOST COLORING CONTEST DURING 2008 WISCONSIN STATE FAIR**

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*Daily winners to be drawn at the WSCGA State Fair booth; all entrants receive a prize*

WISCONSIN RAPIDS, Wis. – The Wisconsin State Cranberry Growers Association (WSCGA) today announced that it will host a Cranberry Coloring Contest in conjunction with its exhibit and activities at the 2008 Wisconsin State Fair.

Children ages 3-12 are eligible to enter and contest entry forms are available exclusively on WSCGA's Web site, [www.wiscran.org](http://www.wiscran.org). Completed entry forms can be returned every day of the Fair, July 31-Aug. 10, to the WSCGA booth in the Wisconsin Products Pavilion, located at the corner of Center Avenue and Third Street at State Fair Park. Every contest entrant will receive a packet of sweetened-dried cranberries and WSCGA will draw a daily winner to receive a T-shirt.

“We want to provide fairgoers, both young and old, with the opportunity to enjoy Wisconsin cranberries at the 2008 Wisconsin State Fair and this seems like a great way to involve youngsters,” said Tom Lochner, WSCGA executive director. “Through the coloring contest and visiting us at the Fair, every entrant will be able to learn a bit about Wisconsin's cranberry industry and enjoy some of our products. The Fair celebrates all that Wisconsin has to offer – including its history, agriculture, food products, tourism and more – and Wisconsin cranberries play an important role in all of those areas.”

The WSCGA booth highlights Wisconsin's cranberry industry through the use of an educational marsh model, actual cranberry vines on display and an educational video, as well as sells cranberry treats, including fresh-baked cranberry muffins, chocolate covered cranberries, cranberry sauces, cranberry juice and more.

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Fairgoers are also encouraged to check the State Fair coupon book for a WSCGA coupon offering a free glass of Wisconsin-made cranberry juice with the purchase of an oatmeal cranberry white chocolate chunk cookie. The coupon is also available on the Association's Web site.

The 2008 Wisconsin State Fair runs July 31-Aug. 10 at State Fair Park in West Allis, Wis. Annually more than 800,000 people from across the state and throughout the Midwest attend the Wisconsin State Fair, which celebrates the rich traditions of the State of Wisconsin – agriculture, racing, circus, entertainment and family participation. For more information on the Wisconsin State Fair, visit [www.wistatefair.com](http://www.wistatefair.com).

“We’ve been involved in the Wisconsin State Fair for more than 100 years and each year we have many repeat visitors as well as those who don’t know a great deal about cranberries’ significant role in Wisconsin,” said Lochner. “Through this contest and our other activities at the Fair we hope to introduce more and more people to cranberries, including their great taste, health benefits and their important role in Wisconsin’s economy.”

Cranberries have been harvested in Wisconsin since the 1830s, even before Wisconsin was a state. The Wisconsin State Cranberry Growers Association was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthen the public support for the industry in Wisconsin. For more information, visit [www.wiscran.org](http://www.wiscran.org).

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