



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Two Families Will Win Vacations to Silver Dollar City With Hiland Dairy's 'The Ride of Your Life' Contest

The local dairy is giving fans the chance to share how they #RideWithHiland and the opportunity to ride Silver Dollar City's thrilling new Time Traveler™ roller coaster.

SPRINGFIELD, Mo., March 13, 2018 — Hiland Dairy wants its customers to have the ride of their lives this summer, so the local dairy producer is giving away two family vacations to Silver Dollar City.

With Hiland Dairy's #RideWithHiland, which began March 1 and runs through June 30, 2018, Hiland customers and fans have the chance to win one of two prize packages that each include five front-of-the-line park passes to Silver Dollar City, hotel accommodations, a prepaid gas card, free Hiland Dairy products and a cooler to keep them cold. The winners will be announced on July 15, 2018.

In addition, fans can share how they #RideWithHiland on Instagram for a chance to win one of 50 "I Love Hiland" bumper stickers and a free 48-oz. container of Hiland Ice Cream.

Silver Dollar City is now home to two Hiland Ice Cream flavors: Outlaw Run and its newest flavor, Time Traveler, named for Silver Dollar City's new roller coaster. Hiland's Time Traveler Ice Cream has French silk ice cream with marshmallow bonbons, chocolate flakes and thick fudge sauce, and it's available in new 48-oz. square round containers.

"We have enjoyed our partnership with Silver Dollar City," said Rick Beaman, vice president, Hiland Dairy, "and these giveaways are ways we can thank our customers and celebrate that partnership."

No purchase is necessary to enter either of the contests, and both are open to consumers in Hiland's regional market area. Entrants must be at least 18 years old. Void where prohibited. For additional terms and conditions related to Hiland Dairy's #RideWithHiland contest, visit <https://www.hilanddairy.com/ride>.





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About Hiland Dairy Foods Company

For 80 years, Hiland Dairy Foods has proudly supported the communities we live in and the businesses whose customers rely on our wholesome products every day. Hiland is owned by local dairy farmers who provide the fresh, delicious milk for our products, and we have farmer-owners within miles of each of our plants.

Part of caring about our communities is caring about our ecological footprint — about preserving water, land and natural resources for our future generations — so we reduce waste, reuse resources and recycle what we can at every opportunity.

As a full-service dairy, Hiland provides a wide array of products, including milk, buttermilk, eggnog, ice cream, yogurt, cottage cheese, sour cream and dips, half and half, whipping cream, butter, and cheese. We also produce and distribute fresh juices, lemonade, fruit punch, Red Diamond Tea, YoPhoria Smoothies, a full line of iced coffee, lactose-free milk, organic milk, almond milk and soy milk. And, Hiland Dairy milk is always tested for antibiotics and contains no artificial growth hormones.

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