



**Contact Information:**

**Hiland Dairy**

Kathy Broniecki

402.558.0637, Ext. 107

[kathyb@envoyinc.com](mailto:kathyb@envoyinc.com)

**FOR IMMEDIATE RELEASE**

**Hiland Dairy Ice Cream Launches 'Happiness in Every Scoop' Contest**

*The winner will receive a trip for four to Silver Dollar City*

For more information: Kathy Broniecki 402.740.2254

SPRINGFIELD, Mo. (May 10, 2017) — Hiland Dairy's 2017 "[Happiness in Every Scoop: A Tradition for Generations](#)" ice cream promotion kicked off in May, and one lucky contestant will win a family trip for four to Silver Dollar City, home of Hiland's Outlaw Run Ice Cream.

Silver Dollar City's 2017 season, designated "The Year of Food and Crafts," represents family traditions handed down for generations. The Hiland contest winner and their family will be able to celebrate the art of American fine craftsmanship with new handcrafted treasures, experience new signature dining experiences with bold, innovative flavors, and enjoy more than 200 new specialty foods.

"Summertime is about making memories," said Gary Aggus, president and general manager of Hiland Dairy. "This contest is a great way to celebrate families — and what better place than Silver Dollar City?"

Hiland Dairy is inviting consumers to enter the contest from May 1 through Aug. 6, 2017, by visiting the contest page at [HilandIceCream.com](http://HilandIceCream.com). The winner will receive prepaid cards for gas and food, hotel accommodations, theme park passes and more. For official rules, please visit the website link above.

For more information about Hiland's "Happiness in Every Scoop Contest", please visit [HilandIceCream.com](http://HilandIceCream.com).

**About Hiland Dairy**

For nearly 80 years, Springfield, Missouri-based Hiland Dairy has been delivering fresh, wholesome dairy products to customers in Arkansas, Kansas, Iowa, Nebraska, Oklahoma, Texas and surrounding areas.

(more)



Hiland is proud to be farmer-owned, producing dairy products made with milk sourced from local dairy farms, most located within 100 miles of each of Hiland’s 15 plants.

Hiland Dairy is committed to delivering wholesome dairy products from milk that is naturally delicious and full of important nutrients — with no artificial growth hormones and tested for antibiotics. We care deeply about preserving our water, land and natural resources for future generations. To that end, we work to reduce waste, reuse resources and recycle what we can so those same future generations will be able to enjoy the same high-quality milk you enjoy today. For more information, images and photos, visit Hiland Dairy’s media center at [HilandDairy.com/Company/Media-Center](http://HilandDairy.com/Company/Media-Center).

#### **About Silver Dollar City**

The Silver Dollar City theme park presents more than 40 rides and attractions, including the world-famous wood coaster Outlaw Run, named Best New Ride of 2013 worldwide and featured in Guinness World Records 2015. The 2017 theme of “The Year of Food and Crafts” spotlights the park’s 100 craftsmen demonstrating America’s heritage crafts, hundreds of new food specialties added to dining options, and shows filling the stages throughout the season. The 1880s-style theme park’s current season is open March 15, 2017, through Jan. 1, 2018. For more information, please visit [SilverDollarCity.com](http://SilverDollarCity.com).

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