

FOR IMMEDIATE RELEASE:

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HILAND FOR PINK: RAISING UP TO \$25,000 FOR FAMILIES AND VICTIMS OF BREAST CANCER

SPRINGFIELD, Missouri (September 28, 2016) – For the sixth consecutive year, Hiland Dairy is helping to raise awareness and funds to support families impacted by breast cancer.

Through the “Hiland for Pink” campaign, Hiland Dairy is donating five cents for each YoPhoria Smoothie, Lactose Free Milk and Iced Coffee, and 20 cents for every four-quart pail of Hiland Ice Cream sold, to the Breast Cancer Foundation of the Ozarks (BCFO) from July 1 through September 30, 2016. Additionally, Hiland Dairy is giving \$1 to the organization for every new [Facebook](#) fan on the company’s fan page for the duration of the promotion.

“We all have friends or family members who have been affected by breast cancer,” said Gary Aggus, president/general manager of Hiland Dairy. “We continue our support of this great organization by raising awareness and funds to help alleviate the immense physical, emotional and financial strain on not only the victims, but also their friends and family. We hope our support helps to reduce those burdens on those affected, while providing assistance, awareness and education for early detection and prevention.”

This is the sixth year that Hiland Dairy will donate up to \$25,000 total to the BCFO, adding to the \$150,000 donated over the past five years. The BCFO provides support and resources for individuals and families impacted by breast cancer. Along with community education, mentoring programs and support groups, the BCFO assists with free mammograms, and it is the only local organization providing non-medical financial support for those facing hardships as a result of breast cancer. For more information, visit www.bcfo.org.

For more information about Hiland for Pink, please visit <http://hilanddairy.com/pink>.

About Hiland Dairy

Hiland Dairy Foods Company is a processor and distributor of dairy foods and other beverages. Founded in 1938, the company is based in Springfield, Missouri and operates processing facilities in Arkansas, Kansas, Missouri, Nebraska and Oklahoma. In addition, Hiland Dairy Foods has distribution in 12 states throughout the Midwest. For more information visit HilandDairy.com.