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“SCREAM FOR ADVENTURE”: A HILAND DAIRY EVENT

Hiland Dairy announces trip giveaway to Silver Dollar City!

Springfield, MO., MAY 27, 2019—Get ready for the event of the summer – Hiland Dairy and Silver Dollar City are giving fans a reason to scream for adventure with an exciting giveaway for a free summertime adventure in the theme park. This pair has joined forces once again to bring a fabulously fun time to their fans!

This year’s giveaway will start off the summer with a bang. Following last year’s enthusiastic response to the “Ride of Your Life” campaign, which brought in more than 220,000 entries. This year’s contest promises even more prizes and encourages consumers to take part in a competition between two Silver Dollar City rides and two Hiland ice cream flavors.

Two of Hiland Dairy’s most delectable ice creams were named for Silver Dollar City’s exciting rides, the Outlaw Run and Time Traveler rollercoasters! Consumers are encouraged to taste the flavors, ride the rides and vote for their favorites at HilandDairy.com/Scream. #TeamTimeTraveler or #TeamOutlawRun? Voters can share their preference on social media and share the Hiland – and Silver Dollar City – love!

The enthusiasm for this project comes not only from the lucky 2018 winners, but from Hiland’s vice president, Rick Beaman. “We were overwhelmed at the response to our consumer contest last year,” he says. “We have a great partnership with Silver Dollar City and wanted to build on that collaboration by offering fans of our brand and the park another chance to win a family vacation.”

This year’s contest began May 10th, 2019 and will run until the end of July. To find out more, visit HilandDairy.com/Scream.

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About Hiland Dairy Foods Company

Hiland Dairy, based in Springfield, Missouri, is a leading farmer-owned dairy foods company. Their widely loved products include ice cream, milk, butter, cheese and eggnog. Hiland Dairy has expanded beyond dairy and has a wide variety of other beverages, such as Red Diamond Tea, iced coffees, lemonade and fresh juices.

As a farmer-owned company, Hiland employs more than 2500 people across Arkansas, Kansas, Nebraska, Oklahoma and Texas. Hiland's farmer-owners are just miles from the Hiland processing plants where our fresh milk goes from the farm to the shelves within 48 hours. This speedy process is environment-friendly and gives the signature fresh taste to all Hiland products! Hiland strongly believes in community and is committed to our environment. Using eco-friendly processes, Hiland continues to provide wholesome dairy to a healthy world.

Learn more at www.HilandDairy.com

About Silver Dollar City

Located in Branson, MO, Silver Dollar City is an internationally awarded 1880s-style theme park with more than 40 thrilling rides & attractions, dozens of live shows & fantastic concerts. Beyond rides, Silver Dollar City features 100 resident craftsmen demonstrating America's heritage crafts, 18 award-winning restaurants, and 60 unique shops - all perched above of Missouri's deepest caves! Silver Dollar City hosts world-class festivals and events from spring until Christmas, culminating in a holiday celebration with over 6.5 million lights! This must-see event is part of the reason Fodor's Travel voted it "One of America's Top 10 Parks".

Learn more at www.SilverDollarCity.com

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