



FOR IMMEDIATE RELEASE

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Apply Now for Dairy Challenge Social Media Corps

Madison, WI, September 6, 2018 – Calling all dairy communications students! The North American Intercollegiate Dairy Challenge (NAIDC) is now recruiting for the 2018-19 Dairy Challenge Social Media Corps. This unique opportunity allows students to gain real-world experience in developing their social media and communications skills.

Social Media Corps members will be mentored by communications professionals as they develop a content plan – including capturing photos and creating social media posts – and will help to manage the online conversation during the upcoming 2018-19 Dairy Challenge events. Event dates and details are included below.

Dairy Challenge Event	Date	Location	Deadline to apply for Social Media Corps
Northeast Regional	Nov. 8-10, 2018	Fairlee, VT	Oct. 5, 2018
Southern Regional	Nov. 11-13, 2018	Knoxville, TN	Oct. 5, 2018
Midwest Regional	Feb. 13-15, 2019	Freeport, IL	Jan. 7, 2019
Western Regional	Feb. 21-23, 2019	To be determined	Jan. 7, 2019
National	Mar. 28-30, 2019	Tifton, GA	Feb. 11, 2019

Do you have what it takes to be a member of the Dairy Challenge Social Media Corps? We're looking for students who are:

- Available to attend one of the Dairy Challenge events in 2018-19 and participate in the full event
- Passionate about social media and digital storytelling
- Looking to learn more about running a strategic social media program
- Knowledgeable about the dairy industry (not required, but it is a plus)

NAIDC will cover hotel and meal costs for Dairy Challenge Social Media Corps students while at the event. Social Media Corps students are responsible for coordinating their own travel to the event.

Download an application today at http://www.dairychallenge.org/calendar_news.php. Be sure to apply for the desired event by the deadline date listed in the table above.

To give yourself an edge over your competition in the selection process, we encourage you to show the judges your social media skills and make sure to use the Dairy Challenge hashtag, #DairyChallenge.

Dairy Challenge Social Media Corps members will be notified within five days of the application deadline.

About Dairy Challenge

NAIDC is an innovative event for students in dairy programs at North American post-secondary institutions. Its mission is to develop tomorrow's dairy leaders and enhance progress of the dairy industry by providing education, communication and networking among students, producers, and agribusiness and university personnel. Over its 17-year national history, Dairy Challenge has helped prepare more than 6,000 students for careers as farm owners and managers, consultants, researchers, veterinarians or other dairy professionals. In addition to the national competition and Dairy Challenge Academy held in March/April, four regional contests are held in late fall and winter; details are at www.dairychallenge.org.

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