



FOR IMMEDIATE RELEASE

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Apply Now for Dairy Challenge Social Media Corps

Madison, WI, September 20, 2016 – Calling all dairy communications students! The North American Intercollegiate Dairy Challenge (NAIDC) is now recruiting for the 2016-17 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 2016-17 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. 3-5, 2016	Glens Falls, NY	Oct. 7, 2016
Southern Regional	Nov. 13-15, 2016	Cordele, GA	Oct. 7, 2016
Midwest Regional	Feb. 8-10, 2017	Madison, WI	Jan. 6, 2017
Western Regional	Feb. 23-25, 2017	Twin Falls, ID	Jan. 6, 2017
National	Mar. 30-Apr. 1, 2017	Visalia, CA	Feb. 24, 2017

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 2016-17 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 15-year national history, Dairy Challenge has helped prepare more than 5,000 students for careers as farm owners and managers, consultants, researchers, veterinarians or other dairy professionals. The next national event will be March 30-April 1, 2017, in Visalia, Calif. Four regional events are held in late fall and winter; details are at www.dairychallenge.org.

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