



FOR IMMEDIATE RELEASE – West Springfield, MA DATE: September 2, 2020

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**EASTERN STATES EXPOSITION JOINS VICTORY CHEESE MOVEMENT TO HELP FARMERS
“Just Say Cheese!” Kicks Off Campaign**

Eastern States Exposition has joined the Victory Cheese movement to help New England dairy farmers and cheesemakers, many of whom have been affected by the shutdown during the COVID-19 pandemic, increase sales and market their products. “Just Say Cheese!,” the first offering in a series of unique and evolving cheese packages to promote the dairy industry, is on sale now and consumers can join this effort to help support the dairy industry by purchasing a unique, curated package of local cheese products for personal consumption or as a gift.

The “Just Say Cheese!” box includes the following locally-produced selections:

- Two 4-oz. tubs of Thomas Farm Goat Cheese, Plain and Chive - www.thomasfarmstand.com
- Two 8-oz. bars of Smith’s Country Cheese, Sharp Cheddar and Smoked Gouda - www.smithscountrycheese.com
- Two jars of Side Hill Jelly, Red Raspberry and Cinnamon-Pear - www.sidehillfarmjam.com
- Two 5-oz. bags of Jack’s Crackers, Red Wine and White Wine – www.jackscrackers.com
- Plus additional goodies and surprises from the ESE Farmers Market!

Selections change bi-weekly and are pre-sold online for curbside pick-up at the ESE Farmers Market located inside Gate 9A of the Exposition. Pick-ups will be scheduled every other Thursday and Friday beginning September 10 and 11, 1-7pm and continue to the end of the year.

Add to your purchase by including selections from the Eastern States Farmers Market of wine-related accessories including cork holders, wine glasses, bottle and glass boards, cutting boards, bottle holders, agricultural-related products, and more.

Online orders must be complete by noon the Wednesday prior to pick-up. For times, details and ordering information, visit farmersmarket.thebige.com

More information on the Victory Cheese movement is available at VictoryCheese.com.

Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage. Visit TheBigE.com to join our mailing list and follow us on social media.