FOR IMMEDIATE RELEASE

December 12, 2011
1546
0994

12 DAYS OF CHRISTMAS CONTEST BEGINS DECEMBER 14TH

Department of Agriculture encourages the public to “buy local” this holiday season

SPRINGFIELD, Ill. – In an effort to increase awareness about Illinois food products and businesses this holiday season, the Illinois Department of Agriculture will hold its first ever 12 Days of Christmas Contest from Dec. 14 - 25. A winner will be selected randomly each day from the Department of Agriculture’s Facebook and Twitter fans. Winners will receive an Illinois product and an assortment of cooking supplies donated by the American Egg Board.

“Our hope is that this contest will increase awareness of the many great Illinois food products available to the public,” Acting Agriculture Director Jim Larkin said. “I want to encourage consumers, whenever possible, to buy locally and support Illinois businesses this holiday season.”

To be eligible, individuals must join the department’s Facebook page or follow the agency on Twitter. One fan will be selected daily. Individuals must be 21 years old to win gifts donated by Illinois wine companies.

CONTEST/2222

Prizes for the contest are being provided by the following Illinois companies and associations:

Illinois Beef Association - $75 gift certificate to Thruswood Farms.
Illinois Pork Producers - $80 gift package from Raber Packing Company, includes: 6 butterfly chops, 8 America’s cut chops, 10 pork burgers and 1 custom bottle of BBQ spice

Zillion’s Chili, Springfield - “Deluxe Chili Pack” includes Zillion’s Medium Hot Wing Sauce, Zillion’s award winning chili seasoning and all the fixings

E. Formella & Sons, Inc., Countryside – 1 case of Muffuletta Salad

Ropp Jersey Cheese, Normal - $15 holiday gift certificate Ropp Jersey Cheese

Jones Boys Market, Ashland – 2 packages of homemade specialty brats

Oakland Noodle Company, Oakland – Bags of made-from-scratch noodles

Lavender Crest Winery, Colona – A bottle of Ritt’s Reserve, a full bodied red wine

Pheasant Hollow Winery, Whittington – A bottle of Cracklin’ Cranberry wine

C & C Fudge, Lincoln – Five boxes of fudge

Pasta Alley Company, Decatur – Specializing in a variety of noodles, sauces, breads, oils, and soups

Riley’s Seasoning, Pittsfield – Sportsman Pack of four of Riley’s Award Winning Seasonings
To sign up for the *12 Days of Christmas Contest*, please visit and “like” the Department of Agriculture’s Facebook page at http://www.facebook.com/IllinoisDepartmentofAgriculture or sign up to follow the department’s Twitter account at https://twitter.com/#!/ILAgMarkets.

For more information about the contest, please contact Jennifer Tirey, Bureau Chief of Marketing, Promotion and Grants at (217) 782-8146.

###

News

Jim Larkin, Acting Director  pat quinn, Governor