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**FOR IMMEDIATE RELEASE**

**Straus Family Creamery at Butter & Eggs Day Parade in Petaluma  
Divco Milk Truck, Ice Cream Samples and Kids' Area Sponsor**

**MARSHALL, CA, April 15, 2011** – Look for the Straus Family Creamery Divco Milk Truck in Petaluma's annual Butter & Eggs Day Parade followed by company employees and their families dressed as cows and Straus European-Style Butter boxes. Straus is a "Keep'em Marching" Event sponsor of the Kids' Area located in the A Street parking lot, where they will be giving out samples of the two newest ice cream flavors, Caramel Toffee Crunch and Brown Sugar Banana.

The theme for the 30th Annual Butter and Eggs Day Parade is "Petaluma Takes Flight," celebrating 30 years of Butter & Eggs Day parades and the centennial of the world's first airmail flight which took place from Petaluma to Santa Rosa in February of 1911.

The community parade showcases the best of Petaluma and its history. Chartered in 1858, Petaluma quickly became the "dairy and egg basket" to the booming city of San Francisco, due in part to its ideal environment for raising dairy cattle and chickens. "It is this aspect of Petaluma's heritage that is particularly meaningful to us," says Albert Straus, President of Straus Family Creamery, "especially given our own multi-generational connection to dairy farming in this area." The parade features more than 3,000 participants, including more than 100 volunteers, and supports every aspect of community life. The event typically draws over 25,000 attendees.

"We are pleased to participate and have the opportunity to be a sponsor in this year's parade," says Straus. "We are a local company and wanted to make our presence known by sharing in this community event."

Straus Family Creamery, the nation's first and only Non-GMO verified dairy brand, strives to consistently provide the highest quality, best tasting, organic milk, yogurt, butter and ice cream made with minimal processing and wholesome ingredients. Straus Family Creamery makes business decisions based upon environmental and ecological considerations which support the philosophy of sustainable, organic family farming, for the health and well being of the company, its producers, employees and the community at large.

The Parade starts at noon on April 16th. The Kids Parade starts at 11:30.

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