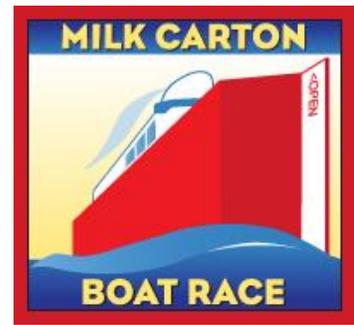


NEWS RELEASE

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PORTLAND'S MILK CARTON BOAT RACE RETURNS ON JUNE 26

Royal Rosarians adopting popular Rose Festival competition

PORTLAND, ORE. – A unique Portland tradition dating back to 1973, the Milk Carton Boat Race will welcome boaters back to the historic Westmoreland Park Casting Pond on Sunday, June 26. The Rose Festival sanctioned event will be produced by the Royal Rosarians and sponsored by the Oregon Dairy and Nutrition Council (formerly Dairy Farmers of Oregon).

“The Royal Rosarians are proud to adopt this great community event, and registration will be opening soon,” said Rick Saturn, Prime Minister, Royal Rosarian. “So drink your milk and start saving up those milk cartons and jugs!”

Aptly named, the Milk Carton Boat Race features large, hand-made, human-powered boats that float entirely by means of recycled milk cartons and jugs. Racers young and old compete with their creatively constructed watercraft in seven classes ranging from sleek and slim boats built for speed to the whimsical showboat class. There is even a corporate category for businesses. All compete for the coveted Best in Show milk can trophy.

“We are so grateful the Oregon Dairy and Nutrition Council and Royal Rosarians came together to carry on this fantastic family fun event,” said Frank Chinn, Portland Rose Festival Foundation President. “The Milk Carton Boat Race is one of the more creative and colorful events in our encore season and a great way to cap the 2016 Rose Festival.”

The race will take place at the Westmoreland Park Casting Pond in the Sellwood Neighborhood of southeast Portland on June 26 at 11 a.m. It is free to attend and participate in the races; and with great food, giveaways and entertainment, it promises to be a fun event for all ages.

“What better way to celebrate June Dairy Month than a Milk Carton Boat Race?” said Pete Kent, executive director of the Oregon Dairy and Nutrition Council. “We appreciate the involvement and leadership of the Royal Rosarians and the Portland Rose Festival Foundation, and look forward to seeing this year’s new fleet of milk carton boats on the water.”

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About the Royal Rosarians

In distinctive white suits and straw hats, the Royal Rosarians serve by Mayoral Declaration as the "Official Greeters and Ambassadors of Goodwill for the City of Portland." Formed in 1912, the Royal Rosarians promote the best interests of the City of Portland and the Portland Rose Festival.

Royal Rosarians welcome visiting dignitaries from around the world and host hundreds of out-of-town visitors each year. Representing the outstanding character of the citizens of Portland, members march in parades throughout the world, promoting the Rose as the Queen of Flowers and Portland as the Rose Capital of the World. The Royal Rosarians are a volunteer organization dedicated to community service in charitable projects through the Royal Rosarian Foundation, a 501(c)(3) organization.

About the Portland Rose Festival Foundation

The Portland Rose Festival has made Portland, Oregon a better place to live and visit for 109 years. As Portland's Official Festival, The Rose Festival attracts over one million people to the Pacific Northwest every year. By sharing community pride, the Rose Festival provides Portland with fun and entertainment for all ages and generates more than \$70 million for the region's economy and local businesses.

The Rose Festival Foundation is a non-profit that serves the community by providing families with events and programs that promote the arts, education and volunteerism. We value environmental responsibility, cultural diversity, patriotism and our floral heritage.

About the Oregon Dairy and Nutrition Council

The Oregon Dairy and Nutrition Council is funded and directed by the Oregon dairy industry, with governance by a ten-member Board of Commissioners and oversight by the Oregon Department of Agriculture. Oregon is home to 240 dairy farm families and 22 dairy processors who provide more than \$1 billion in economic impacts annually, along with delicious, award-winning cheeses, ice creams, yogurts, fluid milk and other high quality dairy products.