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**FLORIDA DAIRY FARMERS PICKS FIRST-EVER HOLIDAY ART CONTEST WINNER**  
***Kissimmee Fifth-Grader's Watercolor Painting to Be Featured on 2011 Holiday Card***

ORLANDO, Fla. (November 11, 2011) – Ten-year-old Liriette Schultzs from Kissimmee, Florida was chosen as the winner of Florida Dairy Farmers' first-annual holiday art contest. More than 150 children around the state sent in their best interpretation of the contest theme: "Celebrating the Holidays on a Florida Dairy Farm."

FDF staff judged each entry based on creativity, artistic skill and representation of the holiday theme. Schultzs, a fifth-grade student from Bethune Academy in Haines City, was excited to learn that her artwork would be featured on FDF's holiday card, which goes out to more than 600 dairy industry contacts and friends of FDF nationwide.

The watercolor painting features Santa and his reindeer (cows in costume) flying over a dairy farm, dropping dairy treats such as milk, cheese and yogurt. The vibrant colors, detail and incorporation of dairy are what caught the judges' eyes.

"We hoped that this contest would help kids learn about where their milk comes from, while having a little fun," said Alayna Rivera, communications coordinator for FDF. "Liriette's art captured everything we were looking for!"

Schultzs says she loves art because it allows her to "express herself on paper," and in this case, her love for dairy. She thanks her art club teacher Raedell Coogler for encouraging her to enter the contest. As a part of her prize, Schultzs will be featured on FDF's [website](#) and social media pages and she will also receive an FDF gift basket. Other top entries can be seen on FDF's [Facebook](#) page.

***About Florida Dairy Farmers***

*Florida Dairy Farmers is Florida's milk promotion group, working to enhance the dairy-farming industry's image and increase milk and dairy product sales statewide via education and marketing. FDF is one of 18 member organizations of the United Dairy Industry Association and carries out the programs of Dairy Management Inc., the umbrella organization based in Chicago, Ill. For more information, call 407-647-8899 or 800-516-4443 and visit us at [www.floridamilk.com](http://www.floridamilk.com)*