



News Release

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Central Plains Dairy Expo kicks off with Prayer Breakfast

New Prague, Minn. (January 26, 2021) – “The 2021 Central Plains Dairy Expo (CPDE), being held March 24-25, at the Denny Sanford Premier Center, Sioux Falls, S.D., is going to be filled with wonderful, in-person opportunities to meet and greet others in the dairy industry,” stated Central Plains Dairy Association (CPDA) Member Director Renee Brod. “This year, we’re kicking off the much-anticipated, two-day event with the Annual Prayer Breakfast.”

With the goal of “glorifying our Heavenly Father, sharing the hope we have in Jesus, while sharing the gospel with as many as possible,” this year’s Prayer Breakfast will inspire and celebrate our emergence from the tumultuous year of 2020. Plus, dairy producers and their industry partners will focus on technologies and advancements that will foster a successful and sustainable dairy industry for many years into the future.

The Western Iowa Dairy Alliance and CPDA board of directors and staff welcome Paul TenHaken, Sioux Falls mayor, as the featured breakfast speaker. As mayor, TenHaken’s focus is to engage people across Sioux Falls and the region to build and grow the area. The mayor has won numerous national business and entrepreneurial awards.

Jordan Merritt will provide music during the breakfast. A worship leader and songwriter, Merritt currently serves as creative and worship director at Ransom Church in Sioux Falls, S.D. He co-wrote the Newsboys’ single, “You Hold It All.” Plus, he has written songs for multiple projects with artists, including Newsboys, Selah and Travis Ryan. Merritt’s desire is to see the church equipped, refreshed and reminded of God’s promises through worship.

The Prayer Breakfast will be held at the Denny Sanford Premier Center on March 24, with doors opening at 6:30 a.m. and the program running from 7-8:30 a.m. The first 300 attendees will receive a hot breakfast, which will include a breakfast sandwich or breakfast burrito, yogurt and fruit; coffee and milk will be available.

While this is a free event with no tickets required, monetary donations are greatly appreciated. These donations will be given to The Banquet Ministry, which uses donations to purchase dairy products for the meals they serve. If you would like to

make a donation but are unable to attend the Prayer Breakfast, contact Brod at: renee@centralplainsdairyexpo.com.

Due to social distancing requirements, the first-come, first-served breakfast will feature round tables, with five seats per table. Although no tickets are required this year, we highly recommend attendees register for the Expo prior to arriving. This will help expedite badge printing.

The Prayer Breakfast is also a great sponsorship opportunity and will benefit CPDA's mission. For those interested in sponsoring the Prayer Breakfast, a \$500 general sponsorship will result in on-site signage and CPDE show magazine recognition.

Registration to the 2021 Central Plains Dairy Expo is free for all dairy producers. All attendees are encouraged to register online – at least 30 days prior to the event. Visit: <https://www.centralplainsdairy.com/registration> to register. For hotel accommodations, make your reservation at the Sheraton Sioux Falls & Convention Center. A list of other accommodations can be found at <https://www.centralplainsdairy.com/accommodations>.

To learn more about the Central Plains Dairy Expo, visit www.centralplainsdairy.com and sign up to receive the monthly newsletter – EMOOs. If you have questions, contact Renee Brod at: renee@centralplainsdairyexpo.com.

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