



**FOR IMMEDIATE RELEASE** – West Springfield, MA      DATE: September 2, 2020

**More Info:** Catherine Pappas  
Public Relations and Communications Manager  
(413) 205-5041

**EASTERN STATES EXPOSITION JOINS VICTORY CHEESE MOVEMENT TO HELP FARMERS  
“Just Say Cheese!” Kicks Off Campaign**

Eastern States Exposition has joined the Victory Cheese movement to help New England dairy farmers and cheesemakers, many of whom have been affected by the shutdown during the COVID-19 pandemic, increase sales and market their products. “Just Say Cheese!,” the first offering in a series of unique and evolving cheese packages to promote the dairy industry, is on sale now and consumers can join this effort to help support the dairy industry by purchasing a unique, curated package of local cheese products for personal consumption or as a gift.

The “Just Say Cheese!” box includes the following locally-produced selections:

- Two 4-oz. tubs of Thomas Farm Goat Cheese, Plain and Chive - [www.thomasfarmstand.com](http://www.thomasfarmstand.com)
- Two 8-oz. bars of Smith’s Country Cheese, Sharp Cheddar and Smoked Gouda - [www.smithscountrycheese.com](http://www.smithscountrycheese.com)
- Two jars of Side Hill Jelly, Red Raspberry and Cinnamon-Pear - [www.sidehillfarmjam.com](http://www.sidehillfarmjam.com)
- Two 5-oz. bags of Jack’s Crackers, Red Wine and White Wine – [www.jackscrackers.com](http://www.jackscrackers.com)
- Plus additional goodies and surprises from the ESE Farmers Market!

Selections change bi-weekly and are pre-sold online for curbside pick-up at the ESE Farmers Market located inside Gate 9A of the Exposition. Pick-ups will be scheduled every other Thursday and Friday beginning September 10 and 11, 1-7pm and continue to the end of the year.

Add to your purchase by including selections from the Eastern States Farmers Market of wine-related accessories including cork holders, wine glasses, bottle and glass boards, cutting boards, bottle holders, agricultural-related products, and more.

Online orders must be complete by noon the Wednesday prior to pick-up. For times, details and ordering information, visit [farmersmarket.thebige.com](http://farmersmarket.thebige.com)

More information on the Victory Cheese movement is available at [VictoryCheese.com](http://VictoryCheese.com).

*Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage. Visit [TheBigE.com](http://TheBigE.com) to join our mailing list and follow us on social media.*