



For Immediate Release **International Production & Processing Expo**

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Miss America 2016 to Make Appearance at IPPE



TUCKER, GA – Nov. 25, 2016 – Miss America, Betty Cantrell, will be making an appearance at the International Production & Processing Expo (IPPE) in Atlanta on Tuesday, Jan. 26, 2016. Cantrell will help present two donation checks. The first check presentation will be to the Special Olympics with the donation made by Wincorp International, and the second check presentation will be to the Children’s Healthcare of Atlanta with the donation made by Jamesway Incubator Company and USPOULTRY. Cantrell will also be performing at 4:35 p.m. in the event area, Hall B at B-8849, and presenting awards for the winners of the chili cook-off. Tuesday evening, Cantrell will be greeting attendees at the Welcome Reception at the Georgia Aquarium. Attendees of the reception can get their picture taken with Miss America at the Georgia Aquarium as time allows.

As Miss America 2016, Cantrell will embark on a year of service that will take her on a national tour where she will address an array of audiences on her platform, “Healthy Children, Strong America,” encouraging children to make healthy choices and to get active by going outside to play. She will also continue to entertain audiences with her astounding vocal performances and serve as the National Goodwill Ambassador for Children’s Miracle Network Hospitals.

Cantrell is a junior at Mercer University, where she is studying musical performance. She grew up on a 700 acre farm in Warner Robins, Ga., and hopes to perform on Broadway one day.

The Miss America Organization is the nation’s leading advocate for women’s education and largest provider of scholarship assistance to young women in America -- helping them reach their goals and fulfill their dreams by increasing their confidence, developing their skills and honoring their dedication to serving others.

2016 IPPE SHOW HOURS:

Tuesday, Jan. 26, 2016: 10 a.m. – 5 p.m.

Wednesday, Jan. 27, 2016: 9 a.m. – 5 p.m.

Thursday, Jan. 28, 2016: 9 a.m. – 3 p.m.

IPPE is expected to attract more than 28,000 attendees and is a collaboration of three trade shows—International Feed Expo, International Poultry Expo and International Meat Expo—representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association, North American Meat Institute and U.S. Poultry & Egg Association. More information about IPPE, including registration details, lodging and education offerings, is available at www.ippexpo.org.

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ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

The American Feed Industry Association (AFIA) is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal feed industry and its suppliers. AFIA also is the recognized leader on international industry developments. Member-companies are livestock feed and pet food manufacturers, integrators, pharmaceutical companies, ingredient suppliers, equipment manufacturers and companies which supply other products, services and supplies to feed manufacturers.

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Ga.