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FOR IMMEDIATE RELEASE:

**Schwoeppe, Weaver set to deliver Victory Lane milk**

**INDIANAPOLIS** – Every driver in the 2009 Indianapolis 500-Mile Race will want to make the acquaintance of two Hoosier dairy farmers on Sunday afternoon, May 24.

And they'll know exactly where to find them. **Sam Schwoeppe** and **Franklin Weaver** will be standing, cooler in hand, on some of Central Indiana's most valuable real estate – Victory Circle at the Indianapolis Motor Speedway.

Schwoeppe, an Indiana dairy farmer from Huntingburg (a town not far from Evansville), and Weaver, a dairy farmer from the small southeastern Indiana community of Bennington, near Cincinnati, are assuming responsibility for continuing one of Indianapolis' most treasured traditions. The "Milk People" will deliver the fabled Bottle of Milk to the winner of the 93<sup>rd</sup> 500-Mile Race, courtesy of the American Dairy Association of Indiana. Both are board members of Milk Promotion Services of Indiana (MPSI).

"We are honored to be selected by our peers to continue the tradition that means so much to those of us involved in the dairy industry here in Indiana, as well as throughout the U.S.," Sam said. "We appreciate the support of this tradition by the Hulman-George Family, and recognize the important place it holds in the hearts of everyone who loves the Indianapolis 500."

“Just as everyone around the world thinks of the 500-Mile Race when they hear the word ‘Indianapolis,’ most also are aware of how every winner toasts victory at this great track,” added Franklin. “Sam and I take the responsibility of representing this tradition very seriously, and look forward to the great opportunity of carrying it forward come May 24.”

The legendary **Louis Meyer**, Indy’s first three-time winner (1928, ’33, ’36) is acknowledged as the driver who launched the Bottle of Milk Tradition when he asked for a glass of his favorite beverage – buttermilk – to quench his thirst after a grueling 500 miles in 1933. Three years later, Meyer was photographed in Victory Lane drinking milk. Milk was presented off and on during the next several years until, in 1956, the Bottle of Milk was made a permanent part of the post-race celebration by Indianapolis Motor Speedway owner **Anton “Tony” Hulman**.

2009 marks the 54<sup>th</sup> consecutive year for the beloved tradition – one that Sam and Franklin intend to see live on come May 24.