

Cheese Rolling is back, bigger and better than ever! Canada's zaniest sporting event returns for second year

Montreal, Quebec, July 13th, 2009 – Dairy Farmers of Canada today announced the return of one of Canada's wackiest downhill competitions. The Second Canadian Annual Cheese Rolling Festival will be held on August 15th, beginning at 12:00 noon in Whistler, British Columbia, with an afternoon of cheese rolling races and other fun activities for the whole family.

Inspired by the wildly popular tradition of cheese rolling in the UK, this event will see daring Canadians racing down a hillside chasing after a giant, coveted wheel of Canadian Cheese.

"Last year the Canadian Cheese Rolling Festival was such a success that we decided to make this an annual event," says Solange Heiss, assistant director, marketing and nutrition communications, Dairy Farmers of Canada. "It's a day of fun for the entire family and a fantastic way to shine the spotlight on some amazing Canadian cheese makers."

The race course will be set up in Whistler's Upper Village on Blackcomb Mountain. Anyone over 19 years of age can participate and contestants can pre-register online at www.canadiancheeserolling.ca as of July 13th or in person on August 15th. The downhill event will have five men's and three women's races. For the kids, there will be uphill races that will be a little easier.

As crazy as it sounds, cheese rolling is exactly that. A large wheel of cheese is rolled down a hill and contestants chase it down until someone catches it. The first contestant to make it down the hill wins. Canadian cheese maker Natural Pastures produced special 11-pound wheels of delicious Cracked Pepper Verdelait cheese for the Canadian Cheese Rolling Festival. The winners get to take home the giant wheel of cheese and a Whistler winter season pass.

In addition to the races, contestants, families and spectators can take in a host of other fun activities including a cheese obstacle course, cheese Twister, a potato bag race and a bean bag toss. Everyone will be able to sample delicious Canadian cheese, wander through a Farmer's Market and participate in cheese seminars. Well-known Canadian comic, actor and improvisation superstar Roman Danylo will be hosting the days' festivities.

To pre-register or to learn more about the Second Annual Canadian Cheese Rolling Festival visit www.canadiancheeserolling.ca

About Canadian Cheese

Cheese is a staple food in the Canadian diet, with 98 per cent of Canadians eating cheese regularly. In fact, according to Statistics Canada, Canadians consume more than 765 million pounds of cheese every year. The cheese making industry is one of Canada's oldest, dating back nearly as far as the fur trade. There are over 200 cheese makers in Canada who make more than 150 varieties of cheese.

About Dairy Farmers of Canada

Dairy Farmers of Canada (DFC) promotes the wholesome goodness of dairy products as part of a healthy, balanced diet and encourages good nutrition and physical activity for all Canadians. DFC is completely funded by dairy producers.

For more information or to arrange an interview with a Canadian Cheese Rolling Festival spokesperson, please contact:

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