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NEWS RELEASE

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Register by January 14 for Best-Value Rates at CheeseExpo 2020

MADISON, WI – Time is running out to **save 20 percent on CheeseExpo 2020** registration! Sign up on CheeseExpo.org by January 14 to take advantage of our best-value rates. Nowhere else in the world will you find the collection of cutting-edge dairy processing, goods and services, business insight, educational seminars, and networking opportunities that CheeseExpo delivers.

“CheeseExpo 2020 will bring more than 4,000 industry professionals together in one place – offering unparalleled opportunities to connect and learn, whether you’re a CEO or front-line supervisor,” said John Umhoefer, Executive Director of Wisconsin Cheese Makers Association (WCMA), which together with the Center for Dairy Research, hosts CheeseExpo.

New in 2020, attendees can ride free coach buses to and from CheeseExpo on Wednesday, April 15.

A bus from **Central Wisconsin** will depart from Colby at 7:00 a.m. and from Marshfield at 7:30 a.m., arriving in Milwaukee at approximately 11:00 a.m. The bus will depart from the Wisconsin Center at 6:30 p.m., returning to Marshfield at 10:00 p.m. and to Colby at 10:30 p.m.

A bus from **Northeast Wisconsin** will depart from Appleton at 8:30 a.m. and from Fond du Lac at 9:15 a.m., arriving in Milwaukee at approximately 11:00 a.m. The bus will depart from the Wisconsin Center at 6:30 p.m., returning to Fond du Lac at 8:15 p.m. and to Appleton at 9:00 p.m.

A bus from **Monroe, Wisconsin** will depart at 8:30 a.m., arriving in Milwaukee at approximately 11:00 a.m. The bus will depart from the Wisconsin Center at 6:30 p.m., returning to Monroe at 8:30 p.m.

CheeseExpo attendees can select “optional free bus transportation” while registering online at CheeseExpo.org.

“Our new bus service will make CheeseExpo more accessible to you and your valued employees,” said Judy Keller, WCMA Events Director. “Sign up today and make the most of your CheeseExpo experience.”

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