



WISCONSIN LEGISLATURE

P.O. BOX 8952 • MADISON, WI 53708

FOR IMMEDIATE RELEASE

November 24, 2009

For Further Information Contact:

Representative Frederick P. Kessler

608.266.5813

Representative Amy Sue Vruwink

608.266.8366

State Lawmakers offer Wisconsin as stand-in for California Idyllic scenery, tax credits, and happy cows make Wisconsin a great place to film

MADISON – Two Wisconsin legislators today invited the California Milk Advisory Board to film its “Happy Cow” ads in the Dairy State, where the cows are already “happy.”

The L.A. Times reported earlier this month that the next round of ads for the well-known campaign will be shot on a sound stage in New Zealand as a cost-saving measure. This is the second set of “Happy Cow” ads to be filmed overseas.

“In my urban district, you don’t see a whole lot of cattle,” said Rep. Frederick P. Kessler (D-Milwaukee). “But just on my drive to the Capitol I pass through some lovely dairy country. I’m no film scout, but the barns, the rolling hills and the wide-open pasture – well, it just looks like an ideal location.”

Rep. Amy Sue Vruwink noted that transportation savings alone could save the Golden Staters a bundle. “Obviously, a plane ticket to Milwaukee or Madison, or even my home town of Sherry, is going to be a heck of a lot cheaper than a trans-Pacific flight,” she said. “On top of that, you can ship your equipment via truck. You can also use some of the local talent – both human and bovine.”

Reps. Kessler and Vruwink touted another incentive – Wisconsin’s film production tax credit. “If it’s really a question of cost, we’ve got you covered,” they said. “On the other hand, if it’s another issue – like perhaps if your in-state cows have been a little down lately – we can help there, too. We are the Dairy State, after all. I’m sure that among Wisconsin’s 1.25 million dairy cows – most of whom live on family farms where they receive great care and individual attention – you can find many that are sufficiently ‘happy’ to star in your commercials.”

###