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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Pride of New York Showcase Event at UB

Campus Dining & Shops to feature local farmers, foods from Western New York

(Buffalo, NY) – Some of the best from local farmers and food producers that supply the University at Buffalo will be on display as Campus Dining & Shops presents the first-ever Pride of New York Showcase. The event will be held on Tuesday, October 20 from 10am until 2pm in the Special Event Field, across from the Student Union on North Campus. The Pride of New York Showcase is taking place in conjunction with the Greener Shade of Blue and You Day, which will be in the main atrium of the Center for the Arts. Both events are free and sponsored by the Professional Staff Senate (PSS), UB Green, Campus Dining & Shops, and the Faculty Senate.

“Both events aim to provide UB staff, faculty and students with the tools to become better stewards and help build more sustainable communities,” says Jim Simon of UB Green. The Pride of New York Showcase will feature local exhibitors showcasing the very best in locally-grown produce and dairy products, ice cream, fresh baked goods and other prepared foods.

"One of the best ways to appreciate the diversity and abundance of New York State food products is to talk with the people who actually produce them," said Raymond Kohl, marketing manager for Campus Dining & Shops. "Supporting local businesses, reducing transportation emissions; there are so many benefits to buying local foods. This is a great way to give our consumers the opportunity to talk to our farmers and food producers, and learn more about the Pride of New York.

Pride of New York Showcase participants include:

Upstate Farms	– Hands-on cow milking (tentatively scheduled) and beverage samples
Costanzo's Bakery	– Fresh baked rolls and breads
Perry's Ice Cream	– Frozen novelties
Rosina Foods	– Ravioli and meatballs
Wardynski's	– All natural beef hotdog and polish links
Desiderio Produce	– New York Apples and Apple Cider
IncrediBull Pizza	– Rich Products pizza dough and Sorrento Cheese

For a complete list of vendors and more information about A Greener Shade of Blue and You Day, visit <http://www.pss.buffalo.edu/GSBandU.php>

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Campus Dining & Shops' primary purpose is to offer a variety of high quality, high value, and innovative dining options designed to fit the varied lifestyles and nutritional needs of the University community. Serving foods from local growers, striving to achieve sustainability, and expanding the availability of dining choices are ways that we enrich the dining experience. We challenge our experienced and knowledgeable employees daily to provide exemplary customer service. Campus Dining & Shops is a multi-unit company employing over 700 people. In addition to providing the University's dining services, CDS also serves the UB community through management of the UB Card Office, Campus Catering, Retail and Convenience Stores, and Vending. In our day-to-day operations we rely on inherent core values: quality items, value prices, environmentally friendly settings, ethical treatment of all, and conducting all phases of our business with integrity.