



DELMARVA POULTRY INDUSTRY, INC.

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FOR IMMEDIATE RELEASE

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63rd DELMARVA CHICKEN FESTIVAL HEADS TO SALISBURY

The 63rd Delmarva Chicken Festival, an annual tradition on the Delmarva Peninsula, will be held on June 15 and 16, 2012 at The Centre at Salisbury in Salisbury, Maryland. The event is one of the nation's largest chicken celebrations. It will be hosted in 2012 by the Salisbury Area Chamber of Commerce and will take place on the grounds of The Centre at Salisbury located at 2300 N. Salisbury Boulevard.

Robbie Tarpley Raffish, owner and president of a.s.a.p.r. Integrated Marketing, and Dr. James McNaughton, president and chief executive of AHPharma, are co-chairing the festival that celebrates Delmarva's important chicken business. Ms. Raffish leads a full service PR/marketing/advertising agency serving local and national accounts. Dr. McNaughton heads a research organization serving the poultry industry.

Raffish and McNaughton are working with a committee of community volunteers to develop and coordinate a fun-filled and educational two-day family fun experience. Attractions will include the festival's trademark 10-foot giant fry pan and other tempting food concessions, an arts and crafts show, business expo, live musical entertainment, and carnival rides and games. There will be educational poultry-related displays, the popular baby chick display, children's activities, a classic car show, and much more.

In announcing plans for the June festival, the festival co-chairs noted that " This event is a tremendous opportunity to showcase the impact of Delmarva's chicken industry. We look forward to working with the Salisbury Area Chamber of Commerce, Delmarva Poultry Industry, Inc., the City of Salisbury and a talented and committed group of volunteers as we all work to produce the event that means so much to the people of the Delmarva Peninsula".

First held in Georgetown, Delaware in 1948, the Delmarva Chicken Festival is sponsored annually by Delmarva Poultry Industry, Inc. (DPI), the regional association working for the continued well-being of the area's poultry industry.

For more information on the Delmarva Chicken Festival, visit www.dpichicken.org and click on 2012 Delmarva Chicken Festival, or call 800-878-2449 or the Salisbury Area Chamber of Commerce at 410-749-0144.

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