

FOR IMMEDIATE RELEASE
December 16, 2019



Contact: Joan Behr
Phone: (608) 669-3182

CALLIE CURLEY NAMED COMMUNICATIONS COORDINATOR AT VALLEY QUEEN

MILBANK, SD – Callie Curley, Montrose, Pa., joined Valley Queen Cheese Factory, Inc., on Monday, Dec. 16, as the company’s communications coordinator. A newly created role within Valley Queen, Curley will manage the external and internal communications function by developing effective corporate communication strategies, managing written communications and drafting content to increase the company's visibility while managing its brand image and the design of marketing materials. She will report to Brian Sandvig, vice president-operations and human resources.

“I look forward to having Callie on our team and elevating and updating our approach to communications to encourage effective conversation, collaboration and productivity among our key stakeholders -- employees, customers, producers, local community and industry,” said Sandvig.

A graduate of Penn State University Bellisario College of Communications, Curley earned a bachelor’s degree in print and digital journalism.

Most recently, Curley was an industry relations specialist at American Dairy Association North East where she wrote, edited and managed ongoing internal and external communications for projects that benefitted the regional checkoff organization’s staff and dairy producers. She also trained producers and industry representatives in communicating with consumers and media. Her freelance work has appeared in publications including *Progressive Dairy* magazine.

Valley Queen Cheese Factory, Inc., Milbank, S. Dakota, was founded in 1929 by Alfred Nef and Alfred Gonzenbach. Valley Queen annually converts nearly 2 billion pounds of milk into a variety of natural cheeses, dried lactose, WPC80 and anhydrous milk fat. These products are sold to some of the best-known food brands in the world. For more information, call (605) 432-4563 or visit www.vqcheese.com.

###