



For Immediate Release

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Hickman's Family Farms is A Proud Partner of *The Arizona Cardinals!*
Partnership Kicks Off with Branded Egg Carton, Cause Marketing & Educational Campaign

PHOENIX (August 12, 2016) -- Hickman's Family Farms, Arizona's only commercial egg producer since 1944, is super Egg-cited to announce that they are officially a "Proud Partner of the **Arizona Cardinals!**"

"We are extremely thrilled to align these two Arizona organizations to have some fun during this football season and throughout the year with co-branded products, promotions, cause marketing, fun family events, in-stadium presence and an educational campaign to be announced later this fall," said Billy Hickman, vice president of operations for Hickman's Family Farms.

Consumers can find the new **Arizona Cardinals** branded egg cartons at local grocery stores (list of stores available on HickmansEggs.com). The messaging on the inside of the carton will point out how folks can enter to win tickets to Arizona Cardinals home games, free eggs and merchandise throughout the football season as part of Hickman's "The Perfect Play" giveaway. **(IMAGES OF CARTON AVAILABLE)**

As both organizations have deep roots in the local community, the partnership wouldn't be complete without efforts made towards giving back to the community and educational components. Throughout this football season, anytime an Arizona Cardinals player makes an interception, Hickman's Family Farms will donate \$500 to Cardinals Charities. The Arizona Cardinals will also assist Hickman's Family Farms with an educational campaign that will bring unique and exciting agricultural curriculum into elementary and middle school classrooms throughout the state. More information regarding this program will be announced later this fall.

There are more wonderful things to look forward to with this partnership during this season and later this year, such as a Hickman's Family Farms Easter event on the Great Lawn at the University of Phoenix Stadium and much more. For more information, visit HickmansEggs.com or follow along on Hickman's social media platforms.

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