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Borden Milk Celebrates Elsie's 70th Birthday at the State Fair of Texas

The Borden Dairy Cow, Elsie, has “mooved” up another year in age. On October 9th at the 2009 State Fair of Texas, Borden Milk put on a spectacular birthday bash to celebrate their “spokescow’s” 70th birthday.

Elsie’s Birthday was a private, invite- only event that had a special guest appearance from Disney Channel Star Selena Gomez who is the spokesperson for Borden. Since Borden is a sponsor of Reading Is Fundamental the birthday bash was also a way to introduce their new children’s book “Say Goodnight, Beauregard” to promote “Fuel up to be smart with a good book and Borden Milk.”

To kick off the event, free t-shirts, the Borden book and giveaways were handed out. Then the kids and their parents were invited to participate in a few group dances before Elsie and Gomez made their entrance to the party. Soon Gomez led the singing of “Happy Birthday,” where Elsie enjoyed her birthday cake. Afterwards, everyone was invited to enjoy cake and the birthday cake flavored milk specially made for the event.

“The cake was really good, the milk was really sweet and I got to see Elsie the cow and Selena Gomez,” six-year-old party attendee Brianna Espinoza stated.

As for the celebrity appearance, Gomez is excited to spread the Borden slogan and celebrate Elsie’s birthday.

“I am honored and proud to be the spokesperson for Borden Milk,” Gomez said. “This is my hometown and being a part of Elsie’s party makes me feel good to know that I can contribute back to the community.”

Everything was exciting and an overall success at the Birthday party including the appearance by Gomez.

“This was an overall great event because we have such a great relationship with Selena,” president of Borden Milk Rick Beaman said. “She has done a great job representing our company and best of all she drinks milk!”

However, this party would not be possible without Elsie, who has become a loved and well-known advertising icon, which is why celebrating her 70th birthday at the fair is such a big deal. Not only is Elsie’s relationship with Borden being honored, but the public is also being informed of the dairy industry.

“Elsie has become a trademark at the fair, Elsie handler and Borden employee Tom Shalw said.

“I have been coming to see her ever since I was a little kid and it is interesting now to see as an employee how many people haven’t seen a cow before. I have had people ask me if Elsie was real or where we put the batteries. This birthday bash and appearance at the fair educates people about milk and agriculture,” said Shalw.

The tradition of Elsie and Borden Milk will continue, but if you were not able to wish her a happy birthday or visit her just yet, you can do so by visiting her pen in the Food and Fiber building at the State Fair or catch her at one of her appearances throughout the next year. Happy Birthday Elsie!

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