



NEWS RELEASE

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Central Plains Dairy Expo concert features award-winning Rodney Atkins

New Prague, MN (December 11, 2023) – The Central Plains Dairy Association (CPDA) announced that Rodney Atkins, one of country music’s biggest stars, will headline the Central Plains Dairy Expo (CPDE) country music concert on March 19, starting at approximately 7 p.m. Prior to the concert, CPDE will host its popular Welcome Reception, which starts at 5 p.m., at the Denny Sanford Premier Center in Sioux Falls, S.D. These fun events are free to dairy producers. Registration is required and easy to do before the event, go to:

<https://www.centralplainsdairy.com/registration>.

“Award-winning Atkins has garnered substantial recognition throughout his career, including the Academy of Country Music’s Top New Male Vocalist and BMI’s (Broadcast Music, Inc.) ‘Million-Air’ Award,” said Renee Brod, CPDA member services director. “With numerous top hits, his songs, including Number One Song of the Decade, ‘Watching You,’ hit the airwaves frequently. Additionally, he has produced six Number One singles and eight Top 5 singles.”

With 3.8 billion career streams under his belt, Atkins prevails as one of the most powerful voices in country music. Overall, he was the second most-played male artist of the decade. He sold more than 11.4 million units and earned 10 career Gold, Platinum and Multi-Platinum RIAA certifications to date, including his latest Gold-certified single, “Caught Up in The Country,” which also set the record for longest-running single (at the time) in *Billboard Country Airplay* history at 57 weeks. Atkins has performed on NBC’s *TODAY Show*, Good Morning America’s *Strahan & Sara*, and *FOX & Friends*.

To learn more about Central Plains Dairy Expo, set for March 19-21, visit www.centralplainsdairy.com.

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