



NEWS RELEASE

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FOR IMMEDIATE RELEASE

February 2, 2022

***Beef. It's What's For Dinner.* brand announces former Wisconsinite Tony Romo as new spokesperson**

HOUSTON, TX – The iconic *Beef. It's What's For Dinner.* brand announced a new partnership with celebrity athlete and former football star Tony Romo at the 2022 Cattle Industry Convention.

The partnership, which will last one year and tap into Romo's vast fanbase, will promote all things beef – from beef nutrition, to how beef is raised, and of course beef's great taste. *Beef. It's What's For Dinner* is funded by the Beef Checkoff and managed by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.

"Kicking off this partnership in early 2022 is the perfect time to gear up for summer nutrition and grilling, spending time with friends and family and of course, tailgating," said Sarah Reece, Senior Executive Director of Brand Marketing. "From his nutrition expertise to his love of beef and family, Romo is the perfect spokesperson for the brand."

"I'm really excited to be your new spokesperson," said Romo. "Me, my wife and the kids eat beef all the time and I think we're going to eat it even more if that's even possible at this point. Hearty and sustainable beef is my new team."

Romo grew up in Burlington, Wis. before attending Eastern Illinois University and playing 14 seasons with the Dallas Cowboys.

In addition to the general consumer appeal associated with celebrity spokespeople, Romo will be featured promoting beef in photo and video advertisements on digital and traditional media platforms. Additionally, social media content will be developed for organic and promoted posts across the *Beef. It's What's For Dinner.* social channels and on Romo's personal pages.

To view the latest content and updates on the partnership, make sure to check out BeefItsWhatsForDinner.com and follow the brand on Facebook, Instagram and Twitter.

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About the Beef Checkoff

The Beef Checkoff was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States may retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national checkoff program, subject to USDA approval.

About NCBA, a Contractor to the Beef Checkoff

The National Cattlemen's Beef Association (NCBA) is a contractor to the Beef Checkoff Program. The Beef Checkoff is administered by the Cattlemen's Beef Board, with oversight provided by the U.S. Department of Agriculture.

