

# Milk and the Phillies 'play ball'

PHILADELPHIA — Monday was Milk Night at Veteran's Stadium, with the Phillies taking on the Pittsburgh Pirates in a twilight double header before a crowd of 51,000.

In honor of Milk Night, children 14 and under received a plastic Phillies helmet featuring the "Milk...The Fresher Refresher" logo. The promotion was sponsored by the Mid-Atlantic Advertising and Promotion Agency.

Pennsylvania Secretary of Agriculture Penrose Hallowell was on hand to throw out the first ball and to act as judge for a between-games cow milking contest. Also present for the Milk Night festivities was Pennsylvania State Dairy Princess Charlene Rohrer.

Prior to the start of the second ballgame, two teams of Philadelphia area TV and radio personalities squared off in a tag relay cow milking contest. Team captains for the event were Chris Wheeler, Phillies play by play announcer for the Prism cable network and John St. John representing WIFI radio.

Two Holstein cows, for the contest, were provided by Andrew Stoltzfus, of Morgantown, Pa.

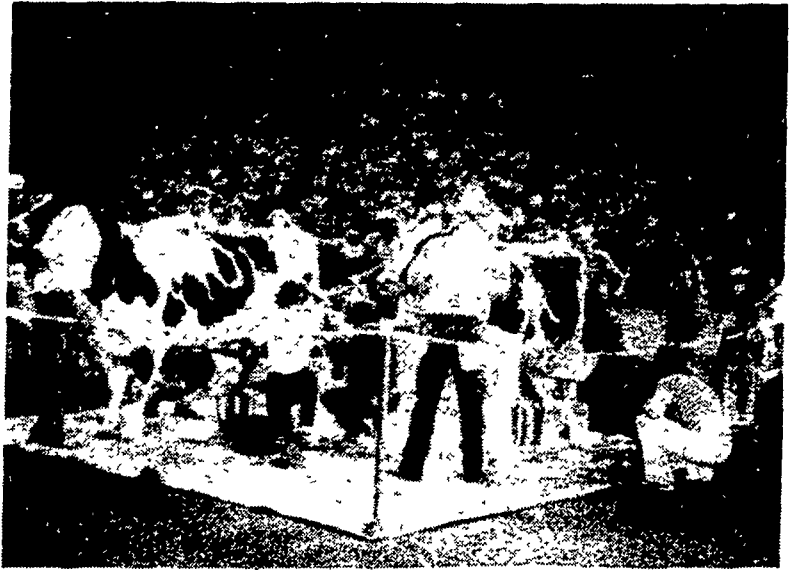
Each relay team member had 30 seconds to milk their cow, located in the middle of a ring between the pitcher's mound and second base. The winning team was determined by the weight of the milk collected.

The TV team came up the winners with 1.15 pounds of milk, narrowly beating the radio teams 1.05 pounds.

The winners received a trophy dubbing them "Philadelphia's Finest Milkers," and the losers received a gailey decorated broom



Pa. Secretary of Agriculture Penrose Hallowell awards the booby prize to radio team captain John St. John of WIFI radio, Philadelphia.



TV and radio team contestants get their 30-seconds worth of milk in the "milking ring".

and dust pan.

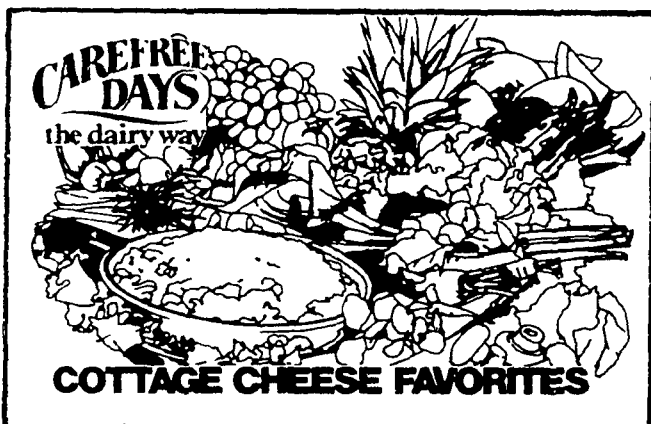
Also on display at the stadium, in honor of Milk Night, was the "World's Largest Cow." A 20x10 foot tall helium balloon.

Two other ballgames this fall will feature dairy promotions sponsored by the agency. Baltimore Orioles meet the Texas Rangers on August 29 at Memorial Stadium, Baltimore. Children under the age of 12 will receive a milk thermos featuring the Orioles emblem and the "Fresher Refresher" logo.

On September 4 the Philadelphia Phillies take on the Houston Astros at Veterans stadium, Philadelphia for Back To School Night. Children under the age of 12 will receive a milk thermos featuring milk and Phillies logos.



Pennsylvania State Dairy Princess Charlene Rohrer gets a kiss from the Philly Phanatic during "Milk Night" at Veteran's Stadium.

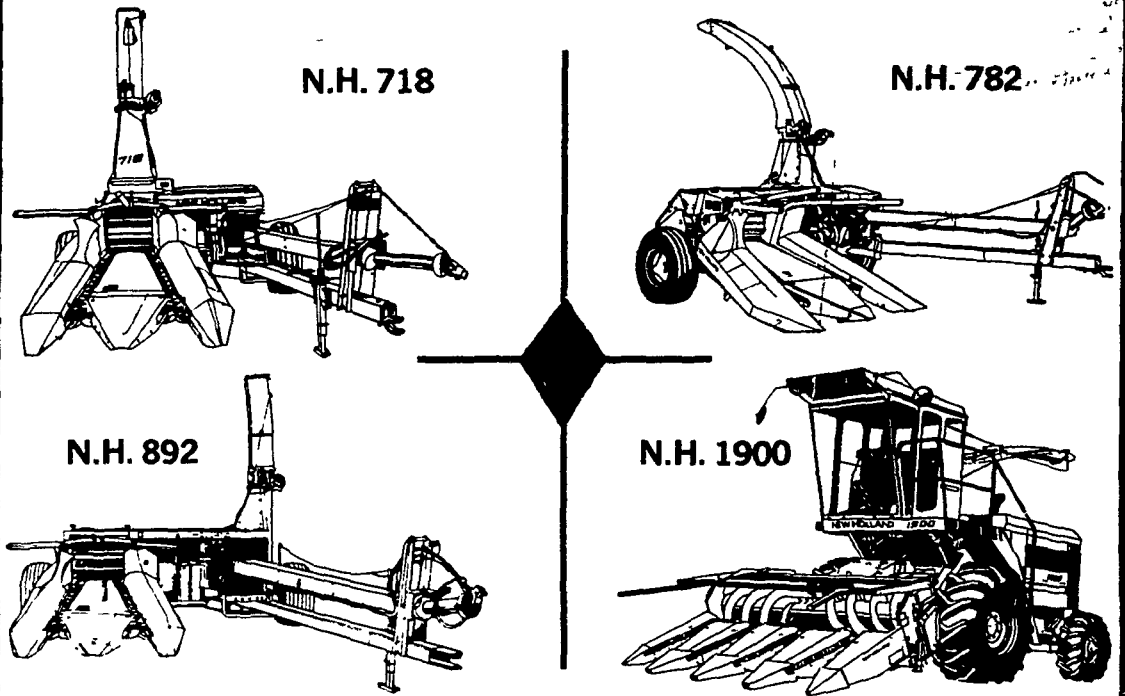


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