

More sports stars convey milk message

TOWSON, Md. — Milk growth posters featuring sports celebrities are conveying a very personalized message to area children about the importance of health, fitness and drinking milk. Baseball greats, Cal Ripken, Jr. and Mike Schmidt popularized the growth poster as an advertising medium last summer when they appeared on the first posters. The growth posters feature a life-size picture of a sports star drinking a carton of milk and telling the reader to drink their and see how they measure up. A scale along the side of the poster allows a person to measure and chart their growth.

The Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area, MAMMA, produces the posters and has extended their use based on their popularity. Posters of NHL hockey players, Dave Poulin and Scott Stevens, have already been distributed to fans in the Philadelphia and Washington, D.C. markets. A third poster promotion for the winter season is planned later this month, when posters of Baltimore Blast soccer player Dave MacWilliams will be distributed.

Philadelphia Flyers, Captain Dave Poulin, was the subject of the first growth poster promotion of the winter series. Over 7200 Poulin posters were given away to fans at the December 1, Flyers vs. Penguins hockey game held at the Philadelphia Spectrum. As part of the day's promotion, Poulin was recognized for leadership in encouraging others to stay fit and drink milk. MAMMA Director, Robert Winner of Moorestown, N.J. and Montgomery County Dairy Princess Kitty Kopistecki presented Poulin with a silver milk pitcher prior to the game's start.

Poulin was selected by MAMMA for the poster because he was achieved both academic and athletic excellence, and includes milk and dairy products in his diet. Poulin is an attractive 5'11" and 180 pounds. He graduated from Notre Dame in 1982, where in his four years playing hockey he became the 5th All Time leading scorer in Fighting Irish history. As a Flyer, Dave is currently in his second season. In his rookie season (83') Dave established a club record for points by a Rookie.

On December 9 Scott Stevens, Washington Capital's leading defenseman, was the subject of a promotion at the Capital Centre. Fans 16-years-old and younger received the Stevens as the entered the Caps vs. Red Wings game. Scott was recognized prior to the game by MAMMA Chairman, David Weitzer and Maryland Dairy Princess Tarra Woodfield. The Caps went on to shut out the Detroit Red Wings 4 to 0. Stevens, who played inspired hockey, scored one of the goals and was named player of the game by the sports writers.

Baltimore Blast Captain, Dave MacWilliams will be featured on posters distributed at the December 21, Blast vs. Las Vegas



Pepper and Wayne Armacost have chosen to be personally involved in milk promotion because they see the affect that advertising has on their own children, Page and Wayne, Jr. On Dec. 21 Wayne will take part in a milk promotion at the Baltimore Blast soccer game.



Philadelphia Flyers Captain Dave Poulin is presented with a silver milk pitcher by Montgomery County Dairy Princess, Kitty Kopistecki.

game to be held at the Baltimore Civic Center. MacWilliams was born in Philadelphia and was the top American-born scorer in the Major Indoor Soccer League last season. Wayne Armacost who is a director for MAMMA and a dairyman in Baltimore County will be part of the Blast's pre-game activities and will have the honor of starting the game by kicking out the first ball to MacWilliams. Armacost enjoys being personally involved in promoting his product. Along with his wife, Pepper, his parents, Ray and Ellen, and brothers Franklin and John, Armacost hosts hundreds of school children to the family's Hickory Hill dairy farm each year.

"We enjoy promoting our own product," related Armacost. "We can see the direct benefits from this one to one contact. I think our commitment stems from our own personal belief that milk is good for you."

"We can see from our own children, Wayne who is six, and

DRINK YOUR MILK AND SEE HOW YOU MEASURE UP TO DAVE MacWILLIAMS.



Baltimore Blast Captain Dave MacWilliams is encouraging children to develop good health habits in this poster produced by MAMMA.

Page who is four, that advertising has a strong influence on children. So many ads are directed to adults, but they are still viewed by children and have an effect on them. That's why we think it's so critical to gear our ads toward developing good health habits. What better way to promote the health benefits of milk than to have endorsements by athletes like MacWilliams who childrens and adults respect."

"All the sports celebrities selected by MAMMA had to pass strong qualifying guidelines to be able to appear as representatives for the milk," said Norton. "Synonymous with milk, they had to be the picture of good health, fitness and a top quality product."

Apply by January 5 to receive Jersey calf

EVERETT — Through the generosity of Frederick Farms, Bedford, a Jersey calf will be given to a deserving youth between the ages of 8 and 21. The calf must be used as a 4-H or FFA project.

Anyone who is interested in receiving the calf should send in an application which includes a paragraph or two about why he or she wants the calf and about his or her previous experience with farm

animals.

Applicants should also include how many Jersey or other dairy calves he or she owns and a description of the facilities that would be used to care for the calf and the plans for the heifer after she freshens. An estimate of what it costs to raise a heifer for one year should also be submitted with the application.

A parent must sign the completed application, and a letter of reference from a 4-H advisor, county agent, or FFA advisor must be attached.

Send applications to: Lori Sollenberger, Rte. 3, Box 390E, Everett, PA 15537. Or call (814) 632-6577 for additional information. Applications must be received by January 5, 1985.

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