

Bullet's Ruland says,

"Drink your milk"

TOWSON, Md. — Jeff Ruland, the 6 foot 10 inch center of the Washington Bullets basketball



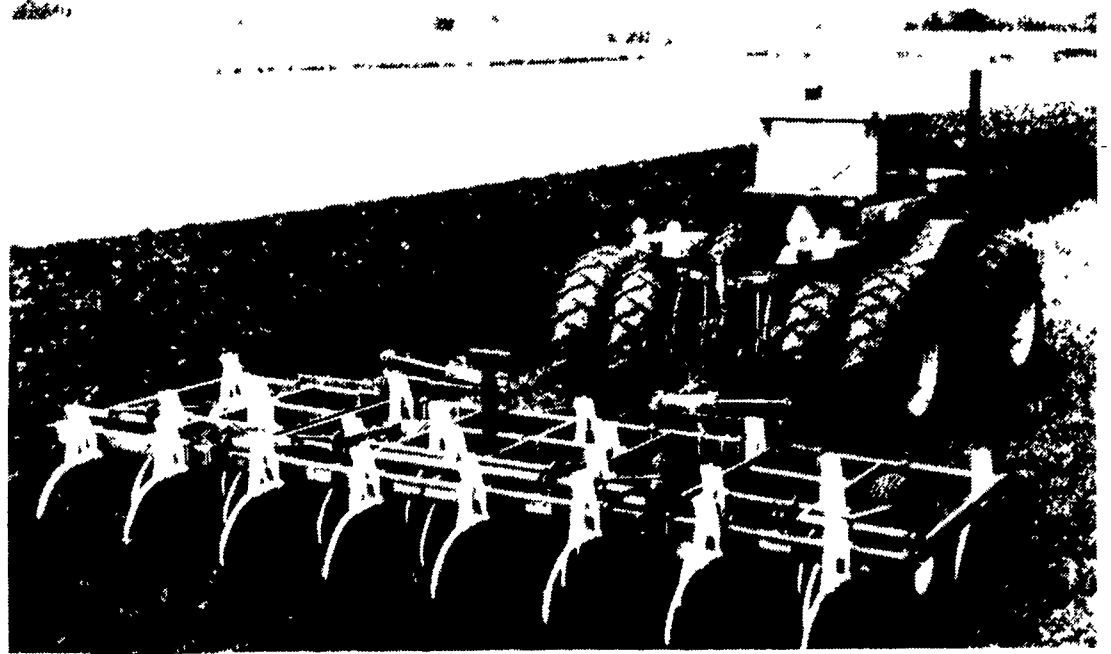
team, is asking kids to drink their milk and see how they measure up to him. Ruland conveys this fitness message to children via a growth poster produced by the Advertising and Promotion Agency of the Middle Atlantic Milk Marketing Area.

The growth poster features a life-size picture of Ruland holding a milk carton and says, "Drink Your Milk and See How You Measure Up to Jeff Ruland." The poster is calibrated down the side so that a child may measure and chart his or her growth. Over 7000 youngsters received the colorful Ruland poster on Saturday, March 23rd, as they entered the Bullets vs. Celtics game at the Capital Centre in Largo, Md.

Bryon J. Meredith, Jr. presented Ruland with a silver milk pitcher in a pre-game ceremony recognizing Ruland for his lifestyle exemplifying health and fitness. Meredith is a MAMMA board member and division manager for Shenandoah's Pride Dairy.

An additional 1000 Ruland posters are being distributed to school lunch supervisors to post in school cafeterias.

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