

# Sports Stars to Promote Milk

**Golf Promotion**  
TOWSON, Md. — It's called Central Pennsylvania's most spectacular sporting event, the \$250,000 Lady Keystone Open (LKO). As part of the Ladies Professional Golfing Association's (LPGA) tour, it will draw the top women golfers and an estimated 75,000 spectators. This year's LKO is scheduled from June 10-15 at the Hershey Country Club.

Proceeds from corporate sponsors support Central Pennsylvania's Health Care Organizations. Since its inception the LKO has raised more than \$1 million for this worthy cause. MAMMA, the Middle Atlantic Milk Marketing Area, will join Hershey Foods and other area businesses as a corporate sponsor for this prestigious women's sporting event.

As a corporate sponsor MAMMA will have a full-page ad for milk in the LKO program. Signs advertising milk and ice cream will be up in all the concession stands on the golf course, where milk and ice will be available for sale during the three-day tournament. On-course signs will also mention milk.

By advertising directly to the spectators of this prestigious women's sporting event, MAMMA hopes to make stronger, in the mind's of women, the association between dairy foods and fitness.

"Women are becoming more physically active and much more

fitness conscious," reports MAMMA Communications Director, Trish Williams. "As they do, we have to sell them on the idea that dairy foods are part of a balanced diet necessary for total health and fitness."

Most of the top LPGA players will be in the tournament, including, Jan Stephenson, Pat Bradley this year's top money winner, Val Skinner who is ranked number three, Juli Inkster the LKO defending champion, and Amy Alcott.

Tuesday, June 10 is Youth Day. A Pro-Am Tournament is scheduled for Wednesday, June 11. A practice round will be held on Thursday. The LKO Tournament will start on Friday, June 13 with the first round, the second round will be on Saturday, the final round of the tournament and presentation to winners will be on Sunday, June 15.

Tickets for the event can be purchased at the gate the day of the tournament or by contacting the Lady Keystone Open, 2101 North Front St. Harrisburg, PA 17110; (717) 238-9344.

**Baseball Promotions**  
TOWSON, Md. — Two baseball stadium milk promotions have been scheduled with the Philadelphia Phillies and the Baltimore Orioles during June Dairy Month.

The promotions are being sponsored by MAMMA, the Advertising and Promotion Agency of

the Middle Atlantic Milk Marketing Area. Each promotion will feature a giveaway item for fans attending the game.

On Fathers' Day, Sunday June 15 all men 15-years-old and over will receive an AM transistor radio as they enter Veterans Stadium, home of the Philadelphia Phillies. The radio giveaway is jointly sponsored by the Phillies and MAMMA.

Embossed on the radio is the Phillies logo and a picture of a carton of milk with the words, "50th Anniversary of June Dairy Month." The transistor can receive the radio broadcast of all Phillies games on WCAU-Radio 1210AM. As an advertising sponsor of the Phillies, MAMMA has commercial advertising for milk on each Phillies broadcast.

The Phillies will be playing the

# Dairy Marketing

Montreal Expos that day. Game time is 1:35 p.m., but you will want to get to the stadium a little early to see a cow milking contest on centerfield. Two media teams will compete.

Mike Schmidt, MAMMA's milk spokesman in Philadelphia will award the prize to the winning team. A representative for MAMMA will throw out the first ball to start the game. In-stadium advertising will tout "Milk Has Less Than 4% Fat."

The following Thursday, June 19th MAMMA is sponsoring a milk promotion with the Baltimore Orioles at Memorial Stadium. That evening the O's will be playing the Detroit Tigers in a game scheduled

to start at 7:35 p.m.

All fans 14 and under that come to the game will receive an Orioles rain jacket embossed with "Milk. It's Fitness You Can Drink." On the front of the poncho is the number 8, the number worn by shortstop Cal Ripken, Jr., MAMMA's milk spokesman. In-stadium advertising and a pre-game salute to Ripken will also take place.

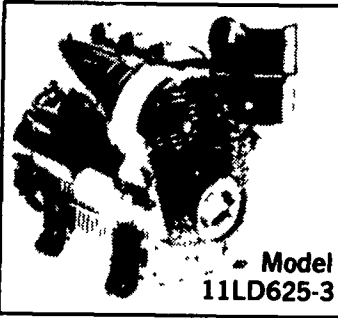
Tickets for the Phillies game can be purchased at Philadelphia area Ticketron locations or by contacting the Phillies ticket office (215) 463-1000. The Orioles ticket information office number for the Baltimore Metro Area is 792-4001, outside the Metro Area call toll free 1-800-448-9009.

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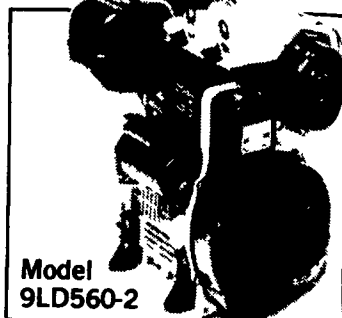
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