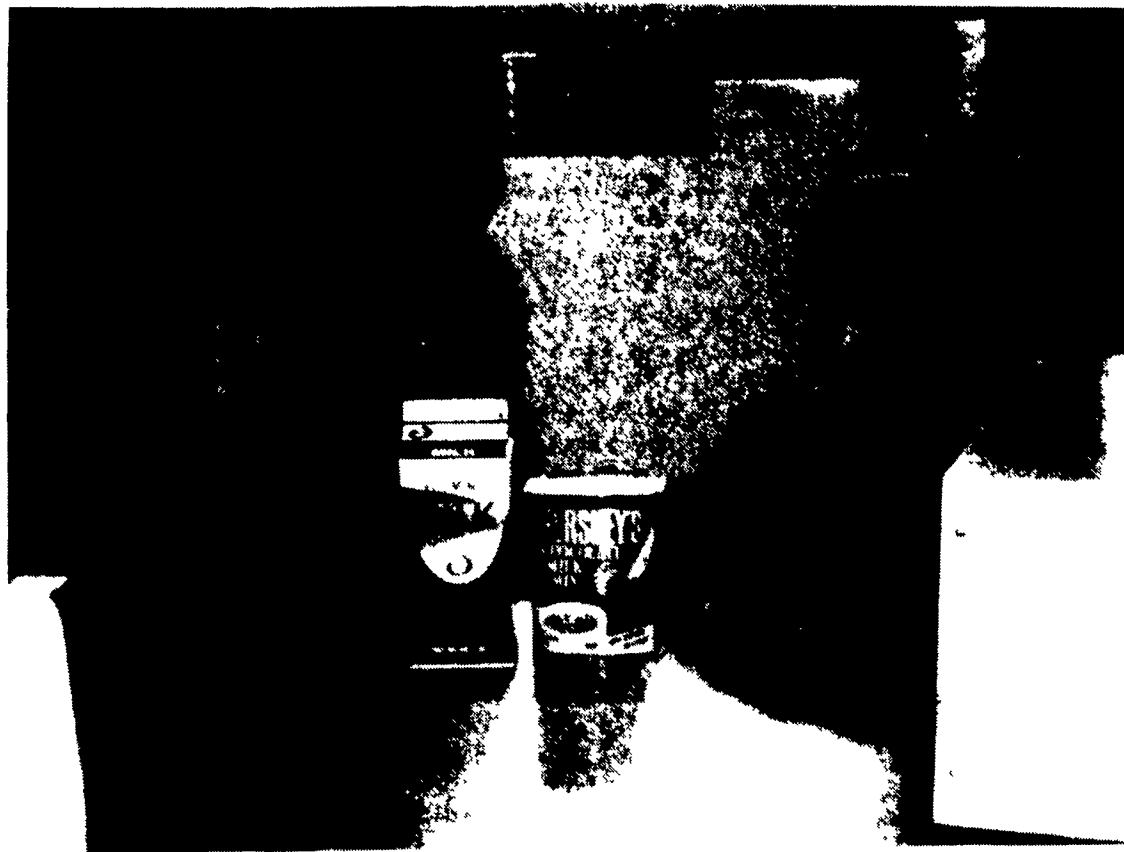


TV Actor Makes Wayne County Agent Proud



Eight-year-old Rhett Creighton is starring in a television commercial encouraging consumers to make hot chocolate with real milk and Hershey's hot chocolate milk mix. Rhett is the grandson of John Creighton Jr., extension agent for Wayne County.

Dairy farming is the top agricultural industry, taking second to forestry, in Wayne County. While the number of dairy farmers has decreased in the past 27 years, Creighton said the county has held its own in milk production and the number of dairy cows. Many farmers are active in securing agricultural land for future generations. Keeping dairy farming in Wayne County is at the top of John's list of things to do and he agrees that keeping profit in dairying is an excellent way of keeping dairy farmers. Rhett's full name is John Everett Creighton IV. His great-grandfather was a contractor and fruit farmer in Mercer County, Pa. According to John Jr. it was John Creighton Sr. who was a member of one of the first 4-H clubs started in Pennsylvania.

John Jr., and his son Jack, have carried on the tradition of being active members of the local 4-H club.

Although Rhett has not had the 4-H involvement of his namesakes, he has carried on one very important characteristic of Creighton family. "My father and my son Jack never backed away from speaking up in front of a big group and as an extension agent I've had to do a lot of speaking, too. I guess that's where Rhett gets it. Rhett has always had the ability to talk to people and has always been very outgoing," said John Creighton, Jr.

Has all the attention and the success made Rhett any different than his five cousins in the Creighton family? "No, not a bit," said his grandfather. When visiting his grandparents, Rhett enjoys accompanying his grandfather as he tends to his honeybees. But more than anything else, Rhett loves to coax his grandfather to take time out for a day of fishing.

On January 15, the second commercial will air throughout the MAMMA marketing area which encompasses Philadelphia, York, Harrisburg, Lancaster, Baltimore and Washington. Of the more than 15 million consumers in MAMMA's marketing region, this 30-second commercial will reach nearly 90 percent of the advertiser's targeted audience. The commercial encourages consumers to make hot chocolate with real milk and Hershey's Hot Chocolate Milk Mix and features, Rhett making a cup of hot chocolate in the microwave. The spot will air primarily during daytime hours to target women between the ages of 18-49, who make up 60 percent of the food shoppers-- more than four million consumers.

This ad kick offs the 1990 hot chocolate campaign and will be complemented with newspaper advertising, more than 300 boards, 2,500 in-store signs, and two hot chocolate promotions at area ski resorts.

Newspaper ads will be full-page and full-color and are scheduled to run Sunday, February 18. Pennsylvania dairy farmers can view the colorful and attractive hot chocolate ads in the Harrisburg Patriot, York Dispatch, Lancaster News, and the Philadelphia Inquirer. These ads will also run in the Baltimore Sun and the Washington Post. A mail-back offer for a quality Hershey Mug is featured in the newspaper ad. The newspaper advertising will reach more than three million households.

MAMMA will reach nearly 20,000 skiers with 600 gallons of hot chocolate samplings scheduled for January 21 and February 4 at Ski Liberty in Fairfield, Pa. and Ski Roundtop in Lewisberry, Pa.

TOWSON, MD. — What does a Wayne County extension director have in common with a young boy from Philadelphia who is an accomplished actor in television commercials? Plenty.

John Creighton, Jr., head county agent in Wayne County, Pennsylvania is the grandfather of Rhett Creighton, television and movie actor.

John Creighton began his 34-year career as an agricultural extension agent in Fayette County in the southwestern corner of

Pennsylvania after graduation from Penn State University. For 27 years he has been the County Agent directing the Wayne County extension office in northern Pennsylvania, near the New York border.

The young boy from Philadelphia is already a veteran in his chosen field. Rhett Creighton landed his first speaking part in a TV commercial when he was just 4 years old. At the young age of 8, Rhett's resume lists parts in two movies and many commercials.

Rhett has already shared the screen with one of the most sought after celebrities of the decade— Bill Cosby.

John Creighton is especially proud of his grandson's most recent part. Rhett's latest role is that of a young boy making hot chocolate using milk and Hershey's Hot Chocolate Milk Mix in the television commercial made for the Middle Atlantic Milk Marketing Association.

"My wife and I, we've been quite proud of him," said John. "But here's something I can really brag about now. He's selling milk for dairy farmers. I like that."

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