

## PDPP 'Cheers' Youth With Alternative Drinks

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Cumberland Co. Correspondent  
**MECHANICSBURG** (Cumberland Co.) — The Pennsylvania Dairy Promotion Board kicked off its 1991 "Cheers" dairy program May 10 at Central Dauphin's High School Prom.

The prom was held at the Holiday Inn, in Mechanicsburg and was attended by 591 students.

The "Cheers" program promotes non-alcoholic beverages using milk drinks which offer similar names to mixed drinks containing alcohol. In addition to promoting the consumption of milk, the campaign also seeks to help prevent underage drinking and drinking and driving.

The event was spearheaded by Paul Matia, junior class adviser at Central Dauphin High School, and Brian Ross, program manager for PDPP.

"Fuzzy Navels" and "Purple Cows" were two beverages made in quantity for the prom.

Central Dauphin also received other components of the Cheers Party Pack supplied by PDPP. The pack featured free napkins, a banner highlighting the "Cheers" program, table tent cards, and many other recipes using dairy products.

A survey of a dozen students revealed that 11 out of 12 liked the punch "a lot" and thought the program was a good idea.

Sean Grady thought the Fuzzy Navel tasted like ice cream. He said he also supports the concept of the program.

"I'm a firefighter, so I think it's great!" Grady said.

Lori Kunkle also liked the Fuzzy Navel and thought it was a good idea to serve the non-alcoholic beverages. Sharia Hitz, junior class president, said she thought the drink was great and tasted like melted ice cream. Sharia plans to go to college after graduation and teach high school English.

This is the second year for the Cheers program. According to

Brian Ross, Manager for the program, New York has inquired about it, but at this time Pennsylvania is the only state to offer it.

Some other schools offering the program in Central Pennsylvania include York High, Redland, Carlisle, Newport, Northern York, and many Lancaster-area schools.

The PDPP offers an incentive for schools to host the program. In addition to offering all of the recipes, they reimburse the school up to \$35 for the dairy products, when accompanied by a picture of the event and a receipt.

Paul Matia, junior class adviser and coordinator for the prom, said he thought the program was successful.

He said students today are more aware of not drinking and driving and that the majority of students liked the beverages.

Additionally, he praised the entire package. The recipes were "low cost, easy to prepare, and no hassle," he said.

The school is also involved in

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Sean Grady and Josh Fulton like the taste of the non-alcoholic drink, "Purple Cow."

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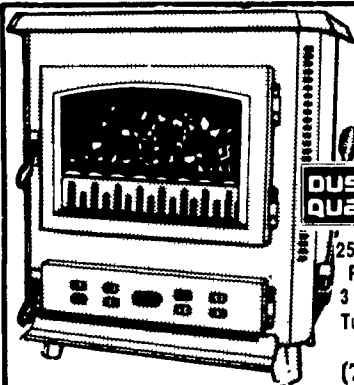
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