

Fitness Calendar Delivers Milk Message Everyday Of The Year

TOWSON, Md. — A new advertising vehicle carrying the milk and fitness message to nearly a million consumers is now in most major supermarkets throughout the Mid-Atlantic area.

"Cynthia's Everyday Workout Planner" is a 12-month calendar/advertisement for milk and dairy products that is full of health, exercise and fitness tips designed to keep the consumer coming back to it 366 days of the year.

The message being sent to consumers is that exercise is the safe and effective way to weight control rather than reducing or eliminating certain foods in their diets. This message is reenforced throughout the 12-month planner and is on track with the latest findings from studies being done on the relationship of exercise to weight control.

A recent Stanford University study showed that both men and women who followed current dietary recommendations and exercised regularly lost more weight, reduced their heart disease risk and LDL (bad) cholesterol and increased HDL (good) cholesterol, than those who dieted, but did not exercise. The planner features Cynthia Kereluk, the host of television's "Everyday Workout" seen each morning throughout the United States, Canada, Great Britain and throughout Europe.

The exercise show is now in its seventh year and has made Ms. Kereluk an internationally known fitness expert. She began her work for dairy farmers two years ago as the spokesperson for the Middle

Atlantic Milk Marketing Association (MAMMA).

The planner was created to capitalize on the success of Ms. Kereluk's recent media tour conducted by MAMMA. Since August when the tour began, "The Milk Lady" as she quickly became known as, has been featured on most major television and radio stations in Philadelphia, Harrisburg, Baltimore, Washington and in many other stations throughout the MAMMA marketing area. Interviews with major newspapers have coincided with her radio and television appearances.

During her interviews Ms. Kereluk educates consumers about the benefits of regular exercise and eating right — from the Four Food Groups which includes milk and dairy products.

Supermarket distribution for the planner began in early January, just in time to help consumers get back into shape after the holidays.

The bright, colorful and cheerful calendar captures Ms. Kereluk's positive attitudes about health and fitness and emphasizes the importance of calcium to all consumers, young and old, male and female, but especially to women, because women continue to be the primary shoppers and the person most likely to make the purchasing decisions in the grocery store.

Each month a food illustration reminds the consumer to drink milk with meals and it also suggests dishes that include dairy products. An exercise routine created by Ms. Kereluk, along with sug-



Most major supermarkets in the Mid-Atlantic area are distributing "Cynthia's Everyday Workout Planner," the 12-month calendar/advertisement for milk and dairy products. The planner created by the Middle Atlantic Milk Marketing Association features internationally known fitness expert, television host and spokesperson for dairy farmers, Cynthia Kereluk.

gestions to improve cardiovascular fitness, are included and each month a new exercise is featured.

MAMMA's "Better Body Book", a health and fitness guide distributed in early 1991, was applauded by doctors, nurses, educators and other leader in the health fields. The planner has

taken this same popular health and fitness theme and created an innovative advertising vehicle that

keeps the milk-is-fitness message in front of the consumer for a full 12 months.

Get MOOOvln' with Milkshakes!

UNCLAIMED FREIGHT CO. AND LIQUIDATION SALES INC.



6 PIECE PINE LIVING ROOM GROUP

Sofa, chair, rocker, 2 end tables and a party ottoman.

Reg. Ret. \$1089.95

OUR CASH PRICE **\$349.95**
★ SPECIAL! **\$329.95**



5 PIECE CONTEMPORARY BEDROOM

Oak finish with brass decorator strips. Double dresser, sculptured mirror, four drawer chest, headboard and nightstand.

Reg. Ret. \$929.95

OUR CASH PRICE **\$319.88**

AREA RUGS

2'x4' rugs in classic Persian and Oriental designs or Contemporary Patterns.

Reg. Ret. \$69.00

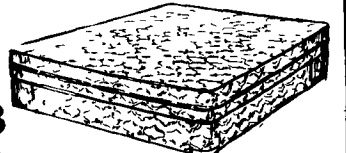
OUR CASH PRICE **\$8.00**

Brand New! Liquidating for manufacturer!

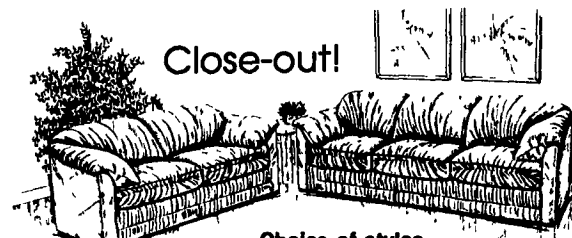
KING SIZE MATTRESS SET

Reg. Ret. \$1000.00 OUR CASH PRICE **\$190.88**

QUEEN SIZE SET OUR CASH PRICE **\$179.88**



CONTEMPORARY LIVING ROOM Sofa and loveseat



Close-out!

Choice of styles and top quality fabrics.

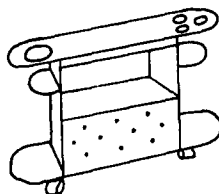
Reg. Ret. \$1529.95
OUR CASH PRICE **\$549.95**

★ SPECIAL! **\$499.88**

Or... Choose this set with sleeper.

Reg. Ret. \$1889.95
OUR CASH PRICE **\$529.95**

★ SPECIAL! **\$549.88**



A great ideal Black or oak finish

- Top has slots for ice bucket and bottles.
- Center shelf for TV or stereo, side shelves for speakers
- Storage area, padded front, casters and more.

HOME ENTERTAINMENT CENTER AND BAR

Reg. Ret. \$229.95
OUR CASH PRICE

\$69.00

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717-397-6241

YORK
4585 West Market Street
717-792-3502

CHAMBERSBURG
1525 Lincoln Way East
717-261-0131

CARLISLE
1880 Harrisburg Pike
717-249-5718



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Saturday 9 a.m. - 5 p.m.

Sunday Noon - 5 P.M.

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Out-Of-State Credit Cards Accepted

For purchase with a check, bring proper I.D. and a major credit card.

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