

PDPP Distributes \$29,000 For Dairy Promotion

HARRISBURG (Dauphin Co.)— The Pennsylvania Dairy Promotion Program recently paid out nearly \$29,000 in local funding promotion dollars to 34 county promotion committees across Pennsylvania. The funds were provided for the January to June 1992 funding period and included promotions for June Dairy Month, CHEERS at proms, radio advertising, and school promotions.

"We heartily support the efforts of county promoters throughout Pennsylvania," said Brian Ross, program manager, in announcing the awards. "County promoters help extend our efforts in product promotion through Real seal promotions, school presentations, in-store demonstrations, and more. These volunteers work many hours to reach thousands of Pennsylvania consumers."

In addition to the funding dollars, the PDPP offers promotional materials in the form of recipe brochures, coloring books, and other items.

PDPP has recently hired Nadine Houck to coordinate local promotion efforts in the state. County promoters will have an opportunity to meet Nadine at the spring dairy princess meetings where she will be discussing promotional opportunities with today's baby boomers.

The PDPP provides funding twice annually through an application process. Funding requests for the July to December 1992 funding period, will be due in the PDPP office by April 30, 1992. To receive applications, county promotion committees must attend one of the spring local

promoter workshops. Further information about the funding program is available by calling the PDPP at (717) 787-6903. The following is a listing of county committees that received funds from the PDPP.

Beaver and Lawrence Dairy Promotion Committee received \$335.40 for a radio trivia promotion on WKST and WBVP, June baby baskets, and non-farm meetings. Bedford County Dairy Promotion Committee received \$3,053.49 for bloodmobile promotions, renovations to their dairy-land trailer, and school promotions. Berks County Dairy Farmers Association received \$522.70 for school, promotions, June dairy baby, and health fairs.

Blair County Dairy Promotion Committee received \$1,028.75 for a newspaper trivia contest, CHEERS promotions, June babies, and school promotions. Bucks and Montgomery Dairy Promotion Committee received \$386.50 for a Richland Mall promotion, school promotions, nursing home promotions, and June babies. Butler County Dairy Promotion Committee received \$460 for June babies, Clearview Mall promotion, school promotions, June brides and store promotions. Cambria County Dairy Princess Promotion Committee received \$1,519.75 for radio promotions on WIYQ and WBXQ, June Dairy Month promotions, store promotions, farm tours, and a mother/daughter banquet. Cambria County 4-H Dairy Promotion received \$77 for farm tours and a health seminar. Centre County Dairy Promotion Commit-

tee received \$1,055.71 for a Nittany Mall Promotion, school and library promotions, and radio advertising on WZWW and WGMR.

Clarion and Venango Dairy Promotion Committee received \$502.50 for media promotions, event promotions, a Cranberry Mall promotion, and school promotions. Clinton County Farmers Association Dairy Promotion Committee received \$520.07 for an Ag Days promotion, school promotions, a children's festival, bloodmobile promotions, and a cow coloring contest. Crawford County Dairy Princess Committee received \$250.00 for school promotions, a baby basket pageant day, and a Meadville Mall promotion.

Cumberland County Dairy Princess and Promotion Committee received \$870 for supermarket and mall promotions, radio advertising on W100, and school promotions. Dauphin County Dairy Promotion Committee received \$130.73 for school promotions, CHEERS at the Upper Dauphin prom, Easter store promotions, and a June Dairy Month promotion. Elk County Dairy Promotion Committee received \$767.50 for shopper stoppers, senior centers promotions, a cow coloring contest, first baby born in June, and Girl Scout promotions.

Erie County Dairy Promotion Committee received \$548 for school promotions, radio trivia promotion on WXTA, store promotions, and Real versus imitation demonstrations. Franklin County Dairy Promotion Committee received \$2,000 for radio advertising on WCHA, WIKZ and

WAYZ, and a Roadrunner Half-Marathon. Indiana County Dairy Promotion Committee received \$2,821.75 for a Memorial Day parade, a Home Show promotion, radio advertising on WDAD/WQMU, special olympics promotions, Big Brothers and Big Sisters promotion, and bloodmobile promotions.

Jefferson County Dairy Promotion Committee received \$1,257.50 for an ice cream stand, a Memorial Day Milk Break, store promotions, and radio advertising on WOWQ. Lancaster County Dairy Promotion Committee received \$389.89 for June babies promotions, a cow coloring contest, and store promotions. Lebanon County Dairy Promotion Committee received \$1,128 for school promotions, June Dairy Month events, non-farm presentations, National Ag Week activities, dental health month programs, and store promotions.

McKean County Dairy Promotion Committee received \$1,000 for radio advertising on WPIG/WHDL, WFRM, WKIS, WESB/WBRR, and WQRM. Mercer County Dairy Promotion Committee received \$1,250 for radio advertising on WWIZ, an ice cream machine, CHEERS promotions, restaurant promotions, and a cow coloring contest with Dairy Queen. Perry County Dairy Promotion Committee received \$454.55 for school promotions, a Memorial Day Milk Break, a Superbowl promotion, and a hot chocolate promotion.

Potter County Dairy Promotion Committee received \$100 for FFA Week promotions and a Fifth

Grade Field Day. Somerset County Dairy Promotion Committee received \$1,35 for radio advertising on WADJ, WVSC, and WFRB, a Richland Mall promotion, Day on the Farm, June babies promotion, and an Ag Days event. Southwest Dairy Promotion Committee received \$963.50 for health fairs, Real seal promotions, Farm city events, and school promotions.

Sullivan County Dairy Promotion Committee received \$472 for June Dairy Month promotions, field days at elementary schools, and community promotions. Susquehanna County Dairy Princess Committee received \$246.66 for a Dairy Day, senior citizen promotions, blood drives, library promotions, and first baby in June. Tioga County Dairy Promotion Committee received \$627 for a cow costume, school promotions, radio promotions, and head start promotions.

Washington County Dairy Promotion Committee received \$160.15 for Ag Days promotions at the Washington Mall. Wayne County Dairy Princess Committee received \$312.50 for Dairy Day promotions and Easter train rides. Westmoreland County Dairy Promotion Committee received \$1,550.48 for a parents fair, a dental health promotion, health fairs, CHEERS at the prom, road signs, and store promotions. Wyoming and Lackawanna Dairy Princess Program received \$766.61 for school promotions, a Real seal contest, farm tours, dental month promotions, Keystone Fair, a Wyoming Valley Mall promotion.

*The Cedar Crest Young Farmer Chapter
would like to thank the following
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