

York Searches For Dairy Princess Candidates

YORK (York Co.) — A search is underway for dairy princess and dairy Miss candidates to represent York County's dairy industry.

Two winners will be crowned during the annual York County Dairy Pageant, to be held 8 p.m. April 25, at the York 4-H Center. The dairy princess and dairy Miss will serve as goodwill ambassadors for the dairy industry to area

agricultural and community activities.

Dairy princess candidates must have been 16 years old on January 1 and not reach their 24th birthday by December 31. They must live in York County and be the daughter of a dairy farmer, dairy farm manager, herdsman or dairy industry representative, or be employed by a dairy farm or dairy farm store. Candidates are also

eligible if they own at least two dairy animals enrolled in a 4-H or FFA project prior to May 1.

The winner is expected to represent York County at the state training seminar in July. Former county or state winners are not eligible.

Candidates for dairy Miss must be between the ages of 6 and 8 as of January 1, live in York County,

and be the daughter of a dairy farmer or dairy farm employee.

Entry deadline for the Dairy Princess pageant is March 27. Entry forms and additional infor-

mation are available from Pam Kilgore, R2, Box 147, Airville, PA 17302, at (717) 862-3117 or Jennie Hess, extension dairy agent, phone (717) 757-9657.

ADADC Begins Radio Campaign

Syracuse, New York — The American Dairy Association and Dairy Council, Inc. (ADADC) started airing its three new 60-sec-

Cheers Program

DAUPHIN (Dauphin Co.) — The CHEERS program is offered to high schools across the state for use in their prom and graduation parties. The program features common mixed drinks that use milk and dairy products in place of alcoholic beverages. For celebrations, schools can receive a free party pack of materials as well as a dairy product reimbursement.

The event at Central Dauphin is sponsored by the Pennsylvania Dairy Promotion Program with assistance from area dairy product manufacturers. Further information about the event is available by calling (717) 787-6903.

ond radio ads on March 2, under the theme "Milk, 'cause you're not a kid anymore."

Each of the new ads utilizes music and lyrics that parallel the message in the current adult fluid milk television commercials. The radio announcements feature upbeat music and voice-over announcers, who highlight the nutritional benefits of milk for the adult boomer audience.

One commercial is entitled "It's How You Feel." "It's not how old you are. It's how you feel...so drink your milk. You may not be a kid anymore. But that doesn't mean you can't feel like one. Milk's got protein for muscle tone, calcium for strong bones and riboflavin for releasing energy," says the commercial, "So go ahead...Have another cold glass of milk!"

The "Far Side" commercial tells adults, "You're on the far side of forty. But you don't look a day over thirty." The spot focuses on looking 10 years younger and feeling youthful because "you must be drinking your milk."

Another spot, "Act Your Age," stresses the nutritional benefits of milk as you age. "But you haven't outgrown your need for milk," it tells us. The message is clear that milk delivers on its promise to help aging boomers maintain youth and vitality.

The campaign is directed at increasing milk consumption among baby boomers, adults 25 to 49. Boomers represent 38 percent of the population and 30 percent of all milk sales. Looking and feeling younger is important to them and they have a strong interest in their health and appearance



Dairy Princesses and the Pennsylvania Dairy Promotion Program joined WPSX, public television, in State College, to assist their fundraising efforts. Promoters answered telephones and conducted on-air interviews with station personnel to discuss the dairy industry and promotion activities. Promoters included, from left to right, Jennifer Hummel, Perry County Dairy Princess; Clarissa Itle, Cambria County Dairy Princess; and Jennifer Dailey, Centre County Dairy Princess.

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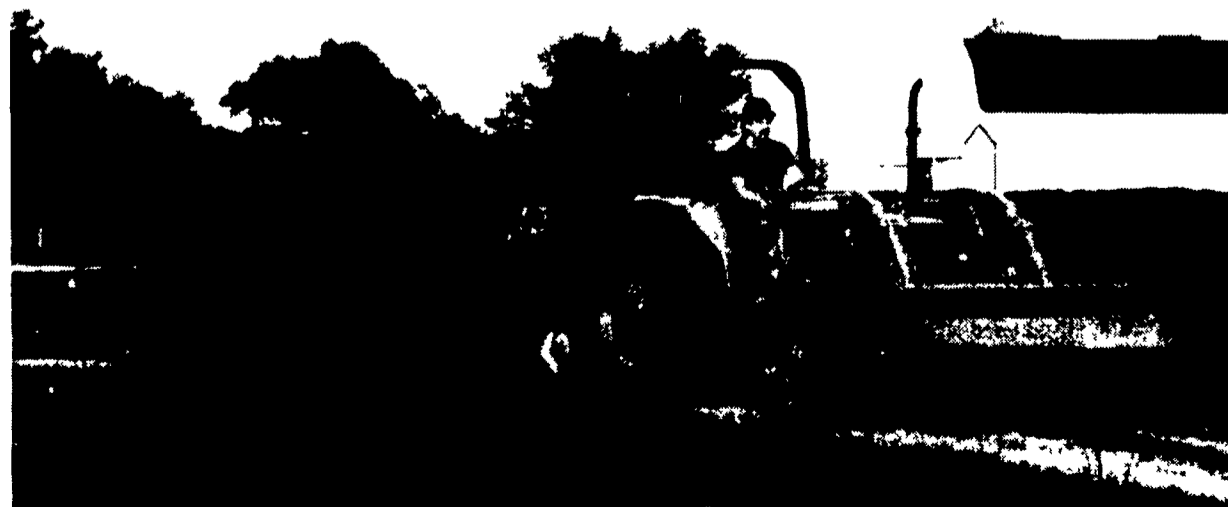
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