

115 Schools Use Cheers

HARRISBURG (Dauphin Co.) — Pennsylvania dairy farmers are helping high schools celebrate the prom season safe and sensibly with CHEERS, Non-Alcoholic Dairy Beverages.

The dairy farmers, through the Pennsylvania Dairy Promotion Program, joined the Nationwide Insurance Company's Prom Promise program this year, to reach more schools and students across the state. A total of 115 schools have signed up to use CHEERS beverages at proms and Prom Promise events.

"We tried CHEERS last year and it was a big success," said Mandy Harshman, of Connellsville Senior High School, Fayette County. "I am glad the dairy farmers continued the program." Other schools offered similar comments about the CHEERS program.

"We served a non-alcoholic beverage and punch at our prom. We have done this successfully in the past," said Stephanie Kersetter, Greenwood High School, Perry County.

"Your contributions will be a tremendous asset to our Prom Promise campaign," said Wanda Elicker, Dover Area High School, York County.

The CHEERS program was created several years ago in response to consumer concerns about underage drinking and driving. Kitchen-tested recipes were created for the program. Organizers reviewed recipes for popular mixed drinks and punches, removed the alcohol, and replaced it with milk and other dairy products.

Each of the schools received a free party pack and related promotional materials. The party pack included cups, napkins, recipe brochures, stickers, and several other items. To receive the kit, schools had to indicate how they would be using CHEERS at their prom or Prom Promise activities. "As a motivation to sign up for

Prom Promise, we had a dance," said Mary Lou Stiffler, Forest Hills High School, in Cambria County. "We served mocktails to students and distributed recipes. This CHEERS party pack was perfect and helped to make our dance a success."

As part of the Prom Promise program, students are encouraged to sign a pledge not to drink alcohol or use drugs during the prom. For dairy farmers, the tie-in was natural. CHEERS encourages students to keep the pledge by drinking dairy beverages at prom and post-prom events.

Further information about CHEERS is available by calling (717) 787-6903. The Pennsylvania Dairy Promotion Program is a not-for-profit, dairy farmer funded, generic dairy product promotion organization. Over 4,000 dairy farmers support the CHEERS program in Pennsylvania.

CHEERS School ADAMS

Bermudian Springs High School, York Springs

ALLEGHENY

Brentwood High School, Pittsburgh; Chartiers Valley High School, Bridgeville; Cornell High School, Coraopolis; East Allegheny High School, North Versailles; Elizabeth Forward High School, Elizabeth; Riverview High School, Oakmont; St. Joseph's High School, Natrona Heights; Shaler Area High School, Pittsburgh; Springdale High School, Springdale.

ARMSTRONG

Apollo-Ridge High School, Spring Church

BEAVER

Ambridge Area High School, Ambridge; Center Area High School, Monaca; Freedom Area High School, Freedom.

BEDFORD

Bedford Area High School, Bedford; Chestnut Ridge Senior High School, New Paris; Ever

Area High School, Everett; Tussey Mountain High School, Saxton.

BERKS

Exeter Township Senior High School, Reading; Fleetwood Area High School, Fleetwood; Tulpehocken High School, Bernville; Wayside Christian School, Boyertown.

BLAIR

Wyalusing Valley High School, Wyalusing.

BUCKS

Council Rock High School, Newtown; Pallasades High School, Coopersburg; Quakertown Senior High School, Quakertown; William Tennent High School, Warminster.

BUTLER

Portersville Christian School, Portersville.

CAMBRIA

Bishop McCort High School, Johnstown; Central Cambria High School, Ebensburg; Forest Hills High School, Sidman; Penn Cambria High School, Cresson; Portage Area High School, Portage.

CHESTER

Coatsville Senior High School, Coatesville; Malvern Preparatory School, Malvern.

CLARION

Redbank Area High School, New Bethlehem.

CLEARFIELD

Clearfield High School, Clearfield; Curwensville Area High School, Grampian; DuBois Area High School, DuBois; Glendale Jr/Sr High School, Flinton; Moshannon Valley Jr/Sr High School, Houtzdale; Philipsburg-Osceola High School, Philipsburg.

CRAWFORD

Linesville High School, Linesville.

CUMBERLAND

Boiling Springs Jr/Sr High School, Boiling Springs.

DAUPHIN

Central Dauphin East High School, Harrisburg; Central Dauphin High School, Harrisburg; Lower Dauphin High School, Hummelstown; Middletown High School, Middletown; Millersburg Area High School, Millersburg.

DELAWARE

Ridley High School, Folsom.

ERIE

General McLane High School, Edinboro; Girard High School, Girard; Iroquois High School, Erie; Northwestern Senior High School, Albion; Seneca High School, Erie.

FAYETTE

Connellsville Senior High School, Connellsville; Frazier High School, Perryopolis; Geibel High School, Connellsville; Laurel Valley High School, New Florence.

FRANKLIN

Chambersburg Area High School, Chambersburg.

FULTON

Forbes Road High School, Waterfall.

INDIANA

Purchase Line High School, Commodore; United High School, Armagh.

LACKAWANNA

Sacred Heart High School, Carbondale; Scranton High School, Scranton; Valley View High School, Archbold.

LAWRENCE

Lawrence County Area Vo-Tech School, New Castle; Lincoln High School, Ellwood City.

LEBANON

Annville-Cleona High School, Annville; Cedar Crest High School, Lebanon.

LUZERNE

GAR High School, Wilkes-Barre.

LYCOMING

South Williamsport High School, South Williamsport.

MERCER

Commodore Perry, Hadley; Farrell Area High School, Farrell; Hickory High School, Hermitage.

MIFFLIN

Indian Valley High School, Lewistown; Lewistown Area High School, Lewistown.

MONROE

Pocono Mountain High School, Swiftwater.

MONTGOMERY

Philadelphia - Montgomery Christian Academy, Erdenheim.

NORTHUMBERLAND

Line Mountain High School, Herndon.

PERRY

Greenwood High School, Millerstown; Susquenita High School, Duncannon.

PHILADELPHIA

Northeast Catholic High School, Philadelphia; Parkway Gamma High School, Philadelphia; Saint Basil Academy, Philadelphia; South Philadelphia High School, Philadelphia; University City High School, Philadelphia; West Catholic High School, Philadelphia.

SCHUYLKILL

Nativity BVM High School, Pottsville; Pine Grove Area High School, Pine Grove; Tri-Valley High School, Higgins.

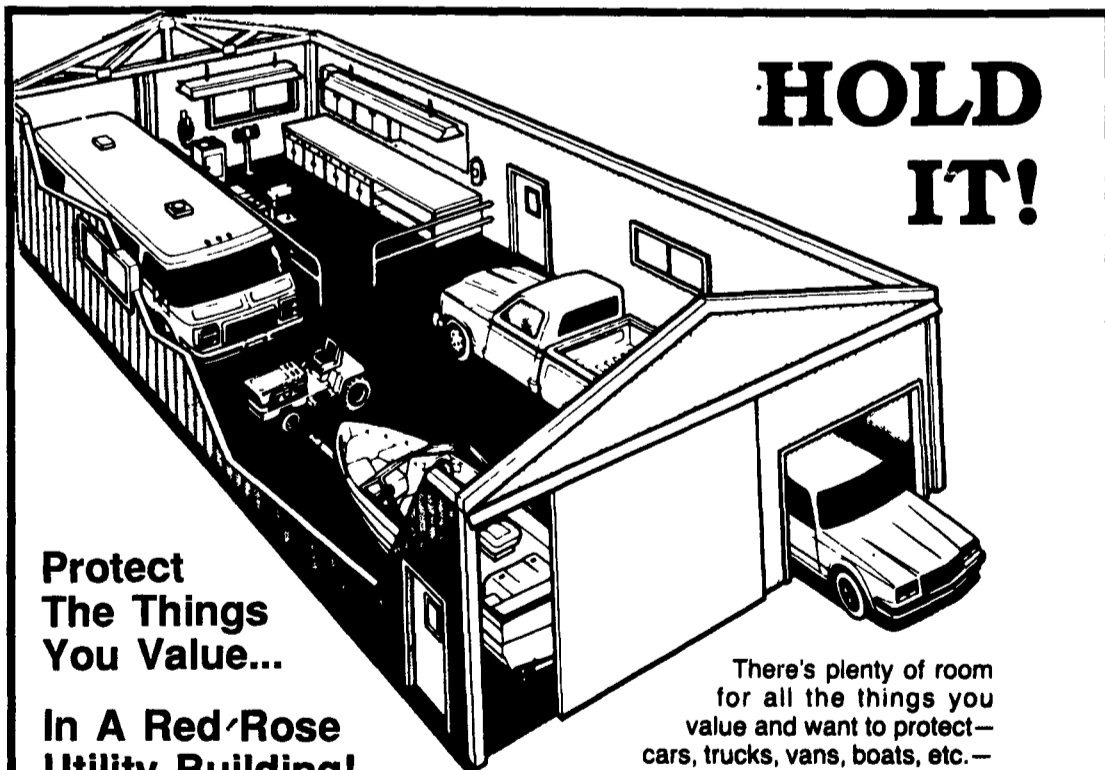
SOMERSET

Salisbury Elk Lick High School, Salisbury; Shanksville-Stoneycreek High School, Shanksville; Windber Area High School, Windber.

SULLIVAN

Sullivan County High School, Laporte.

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