

## ADADC Campaigns Get Moovin'

SYRACUSE, N.Y. — "Get Moovin' with Milk" is the American Dairy Association and Dairy Council's (ADADC) campaign theme for the 1993 June Dairy Month retail store promotion.

Point-of-sale materials, that retailers will display at the dairy case, will feature a cartoon cow with a glass of milk riding a skateboard. These displays include flags, banners and mobiles designed to attract shoppers' attention.

Milk processors are encouraged to participate in June Dairy Month "side panel" contest, in order to reach as many consumers as possible.

The side panel will feature nutrition information telling consumers about the benefits of

drinking milk for good health and strong bones. All retailers will be provided with artwork for side panels for their store brand milk.

To further extend retailer participation and increase consumer awareness, ADADC has developed an ad manager contest, encouraging the use of June Dairy Month milk artwork in retail ads that appear in newspapers during June.

ADADC expects to increase the sales of milk and increase consumers' awareness of their need for milk, through this campaign.

Consumers have a "real" choice when it comes to buying dairy foods. The full family of milks - whole, 2 percent, 1 percent, skim and chocolate - are available in the

dairy case in half-pints, quarts, half-gallons and gallons providing consumers a wide variety nutritious beverages.

Milk is not the only dairy product promoted heavily during June. Consumers will also be encouraged to use two kinds of cheese on burgers cooked on the grill during the summer months.

The June Dairy Month promotion will be supplemented with an ice cream and toppings promotion in July making it an exciting summer for dairy promotion.

The American Dairy Association and Dairy Council, Inc. is a dairy promotion organization representing dairy producers in New York, Pennsylvania and New Jersey.

## 115 Schools Use Cheers

(Continued from Page E12)

### SUSQUEHANNA

Forest City Regional High School, Forest City; Montrose Area High School, Montrose.

### TIOGA

Cowanesque Valley High School, Westfield.

### UNION

Mifflinburg Area High School, Mifflinburg.

### VENANGO

Rocky Grove High School, Franklin.

### WASHINGTON

Beth-Center Senior High School, Fredericktown; Fort Cherry High School, McDonald.

### WESTMORELAND

Greater Latrobe High School, Latrobe; Kiski Area High School, Vandergrift; Monessen High School, Monessen; Southmoreland Senior High School, Alverton.

### WYOMING

Tunkhannock High School, Tunkhannock.

### YORK

Dallastown Area High School, Dallastown; Dover Area High School, Dover; Kennard-Dale High School, Fawn Grove; Northern York High School, Dillsburg; West York Senior High School, York.



## Dairy Promotion Groups Celebrate

HARRISBURG (Dauphin Co.) — June marks the beginning of summer vacations and warm days, with both offering the perfect opportunity to promote the state's official beverage.

The dairy industry is the largest agricultural industry in Pennsylvania and milk, the industry's main product, is the state's official beverage. The nutrition and versatility of both milk and other dairy products will be celebrated across the state as part of June Dairy Month celebrations.

In four cities across Pennsylvania — Pittsburgh, Altoona, Lancaster and Wilkes-Barre — consumers will be able to honor this special product and very valuable industry. June has been recognized as Dairy Month for over 50 years and celebrations mark the significant contributions of the dairy industry to the economy and consumers' diets.

These June celebrations are jointly sponsored by Pennsylvania's Dairy Promotion Partners and area dairy product manufacturers. The Dairy Partners include the American Dairy Association & Dairy Council, Mid East United Dairy Industry Association/F.O. 36 Advertising Agency, and the Pennsylvania Dairy Promotion Program.

At each festival, titled "Dairy Day," consumers will be able to sample a wide variety of dairy products. These will include fluid milk products, like flavored milks; cultured dairy products, like yogurt; and frozen dairy products, like ice cream novelties.

In addition, there will be live animal displays, celebrity events, and entertainment. Nutrition information as well as dairy product information will also be available for consumers.

The first festival will be held on Wednesday, June 2, in Pittsburgh's downtown "Market Square." The state's second largest city offers a great location for the first event of the month-long Dairy Month celebration.

Promoters will then travel to Lancaster's downtown "Penn Square" for a "Dairy Day" to be held on Friday, June 11, as part of the city's Brown Bag Lunch Program. This dairy festival is quite suitably held in the state and nation's leading milk producing county.

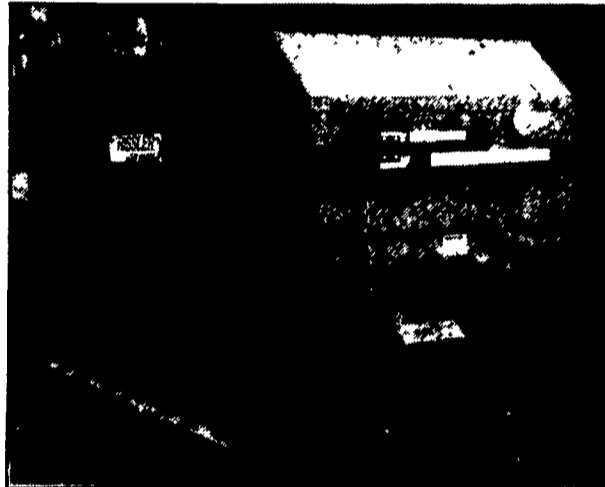
The festivities continue in Altoona, actually Tipton, at a special celebration at the family theme park, Bland's Park. This festival, to be held on Thursday, June 17, will offer both family entertainment and delicious dairy foods.

The final "Dairy Day" will be held in Wilkes-Barre, on Tuesday, June 22. This celebration will be held in the city's downtown "Public Square." All events will run from 11 a.m. to 2 p.m. and will be free to the public.

In Pennsylvania, the dairy industry annually generates \$1.4 million to the state's economy while contributing valuable nutritious products for consumers of all ages. Pennsylvania is the fourth largest milk producing state in the country, with over 10 billion pounds produced in 1992. The state is also a national leader in the production of other dairy products, including ice cream, butter and cheese. Over 56,000 people are employed in the dairy industry in Pennsylvania.

Consumers across Pennsylvania are encouraged to join the celebration of June Dairy Month. Further information about the statewide festivities is available by calling the Pennsylvania Dairy Promotion Program at (717) 787-6903.

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