

Bicyclists Promote Milk

HARRISBURG (Dauphin Co.) — Pennsylvania's city streets, country roads and neighborhoods have been home to bicyclists for years. Today, these athletes compete in many races and events from March to October of each year. One team, the 2 + 2 Velo Club, has taken to the streets with milk promotion activities.

All of the team's equipment — helmets, uniforms — features the "Milk. It does a body good" theme and the recognized Real™ Seal. This is seen by thousands of people at races from Allentown to Pittsburgh.

"We have received numerous compliments from other cycling teams and race promoters," says Peer Schaefer, club vice president. He adds that the team's uniforms have "turned a lot of heads" on the tour.

The Pennsylvania Dairy Promotion Program took advantage of this special sponsorship because of the exposure it brings to the dairy industry.

"We are pleased to work with athletes of this calibre," says Brian Ross, Pennsylvania Dairy Program manager. "This team increases our coverage area and brings our message to a whole new audience of consumers."

The team is composed of 25 members with about a dozen appearing in each event. During this season, they have participated in more than 300 events in 14 states, with the majority in Pennsylvania.

"We have had a good season," adds Schaefer. "We posted good results at a recent state competition. One team member was second in the State Time Trials and we have won a District Road Race Championship."



This team's helmets and uniforms remind thousands of people who participate in bicycling races from Allentown to Pittsburgh to drink milk. It does a body good.

Attention Chocolate Lovers

NEW HOLLAND (Lancaster Co.) — Chocolate lovers from every corner of Pennsylvania will be pleased to learn that the NEW HOLLAND FAIR has teamed up with the Pennsylvania State Association of County Fairs and the Hershey Food Corporation for the promotion of chocolate cake and chocolate cookies for the 1993 Fair.

Over 90 fairs across the state are giving cash prizes for the "Greatest Cocoa Cake" and for the "Best Cocoa Cookie" made from scratch. This will be a preliminary competition which leads to the Commonwealth's best cake and cookie during the 77th Annual Pennsylvania State Farm Show next January in Harrisburg. Win-

ners at the Farm Show will be awarded a weekend trip for four to a Hershey Resort.

Rules for the local contests are as follows:

GREATEST COCOA CAKE CONTEST

1. The layer cake must be made from scratch and frosted. (Original recipes encouraged)
2. Hershey Cocoa must be used in the recipe.
3. If the cake is frosted with chocolate frosting, Hershey Cocoa must be used in the frosting.
4. Display on a doily covered cardboard.
5. Must be a Pennsylvania resident.
6. Recipe must accompany the entry.

7. Any age group may enter. Prizes - 1st \$25; 2nd \$15; 3rd Hershey Chocolate Treasury Cookbook.

GREATEST HERSHEY COCOA COOKIE, BROWNIE & BARS

1. Plate of 8 made from scratch.
 2. Hershey Cocoa must be used in the recipe.
 3. Display on doily covered cardboard.
 4. Entry open to youth only - Age 8 to 18.
 5. Must be a Pennsylvania resident.
 6. Recipe must accompany the entry.
- Baked items will be judged for shape, crust, flavor, appearance, tenderness and crumb.

Prizes - 1st \$20; 2nd \$10; 3rd Simply Chocolate Cookbook.

First prize winner in both categories is eligible for the 1994 State Farm Show competition in Harris-

burg.

Exhibits can be brought to the Ford New Holland Building on Franklin Street (use the Dispensary Entrance) on Tuesday, September 28, between 2 and 8 p.m.

Apple Pie Contest

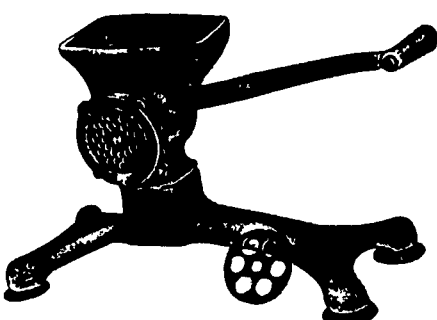
NEW HOLLAND (Lancaster Co.) — The Baked Goods Department of the New Holland Fair is conducting a Blue Ribbon Apple Pie Contest. The certified first-prize winner will have the opportunity to enter an apple pie in the Blue Ribbon Apple Pie Contest at the 1994 Pennsylvania Farm Show in Harrisburg in January.

1. Each pie will be judged on

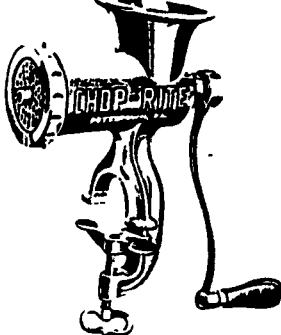
overall appearance, crust, filling, creativity.

Premiums for the 1994 Harrisburg Farm Show will be: 1st - \$100; 2nd - \$60; 3rd - \$40.

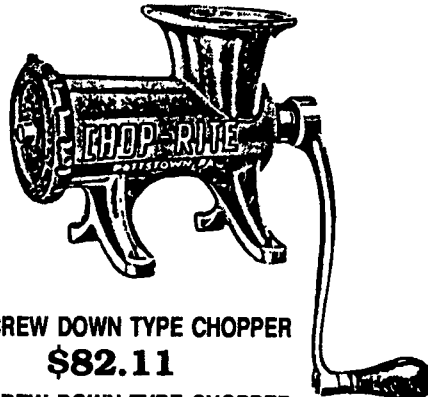
Bring your apple pie to the Ford New Holland Building (Dispensary Entrance) on Franklin Street, New Holland, on Tuesday, September 28 from 2 to 8 p.m.



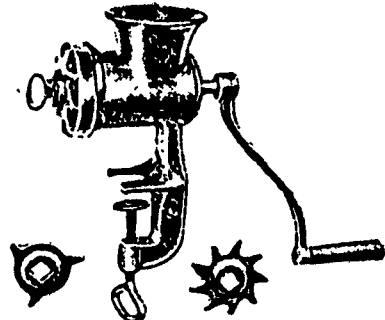
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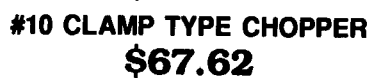
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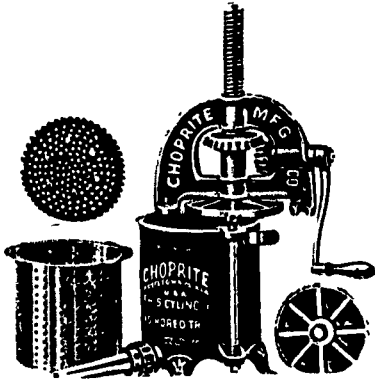
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