

# School Milk Sales Increase In Chambersburg District

CHAMBERSBURG - About 4,000 Chambersburg elementary school children competed in an "I Love Milk" contest recently as

part of the school breakfast promotion sponsored by the Middle Atlantic Milk Marketing Association (MAMMA) and Dairy Council, Inc. (DCI).

Students were not the only winners. Dairy farmers also were winners. A half-pint of milk is a

requirement of each school breakfast. Consequently, as student school breakfast participation increased school milk sales also rose.

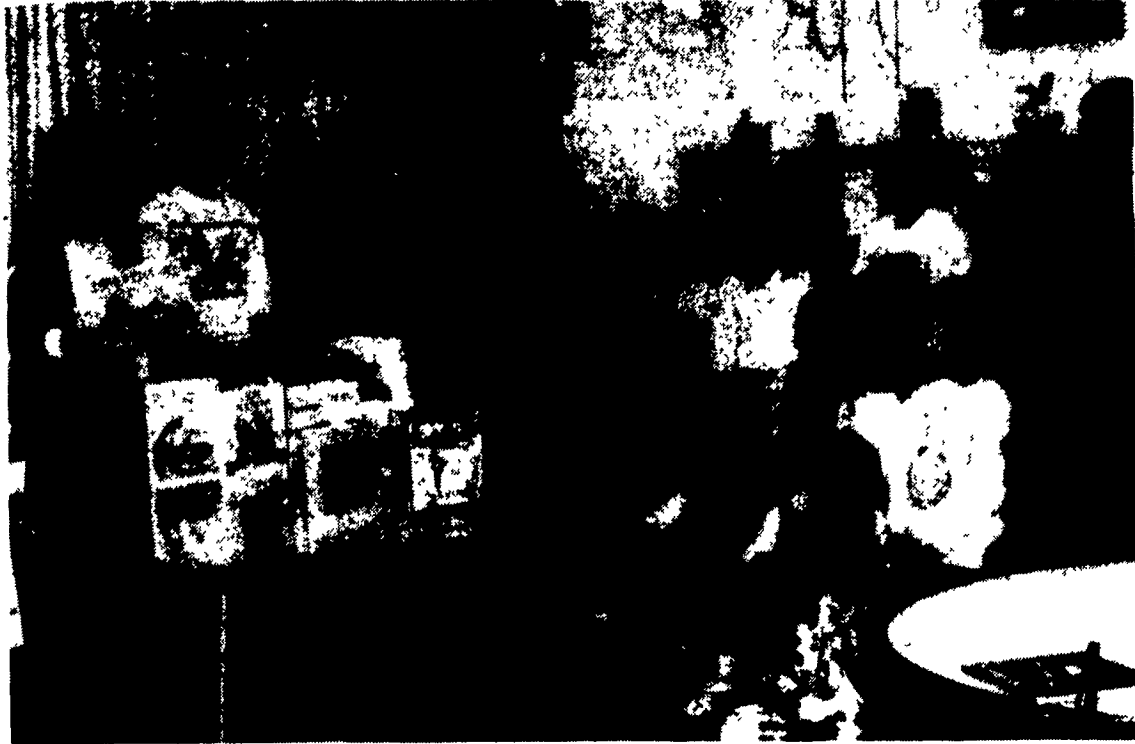
1993 is the first year that all 19 Chambersburg elementary schools have offered school breakfast to their students. The School Breakfast Program is a federally subsidized feeding program to make nutritional meals available to all children.

At Duffield Elementary School breakfast milk sales rose by 340% during the contest week above the previous week's milk sales. Other schools saw similar increases: Falling Springs, 236 percent; Scotland, 178 percent; Letterkeny, 168 percent and Coldbrook, 156 percent. Those schools posting the greatest increases in school milk sales received a set of eight

books about dairy farming and nutrition. The books were donated by MAMMA and DCI.

Students received an "I Love Milk" sticker each time he or she bought breakfast. Cards with all five stickers were entered into the prize drawing. Franklin County Dairy Princess Jessica Royer presented backpacks and T-shirts bearing the milk message and also coupons good for meals at Chambersburg area Pizza Hut restaurants.

The Middle Atlantic Milk Marketing Association advertises and promotes milk and dairy products for its 5,000 dairy farm family members throughout Pennsylvania, Maryland, New Jersey, Delaware, West Virginia and Virginia. Dairy Council, Inc. conducts nutrition education.



Falling Springs Elementary School students earned books about nutrition and the dairy industry for their library as winners in the "I Love Milk" contest conducted recently by the Middle Atlantic Milk Marketing Association and Dairy Council, Inc. Rebecca Sonnen, MAMMA program director presented the awards to (from left) Ann Ziobrowski, Food Service Director; Linda Zeger, Head Teacher and Sharon Sheffler, Librarian (sitting).

## Telling Tales About Milton Hershey

HERSHEY (Dauphin Co.) — "It Didn't Start With Chocolate" is a storytelling event at The Hershey Museum on Sunday, December 5 at 1:30 and 2:30 p.m. Janice Henry will weave together seldom heard stories of Milton Hershey and the town that was his name.

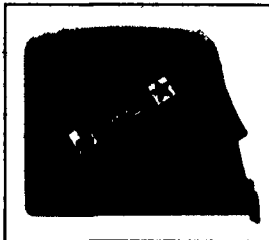
Since 1987 Janice Henry has been heard telling stories at Arts' Festivals, libraries, museums, and hospitals. She is a member of the National Association for the Preservation and Perpetuation of Storytelling and has performed at Tellebration, a nationwide evening of storytelling for adults, in Philadelphia and Lancaster. With a master's degree in education from the University of Pittsburgh, she feels that storytelling is another way of teaching.

The Hershey Museum is a non-profit organization, administered by the M.S. Hershey Foundation and is located at the west end of the Hersheypark Arena.

For more information contact The Hershey Museum at (717) 534-3439.

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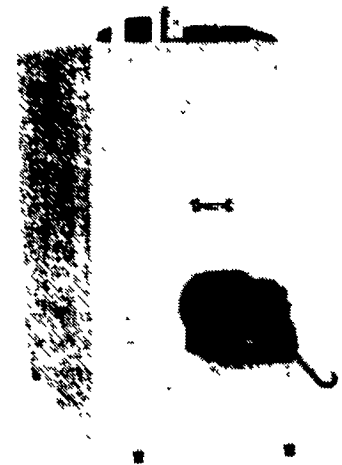
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