



Skiers at Ski Roundtop enjoyed free hot chocolate made with milk compliments of Hershey Chocolate, Embassy Dairies and the Middle Atlantic Milk Marketing Association on Sunday, Jan. 30. Pennsylvania's Alternate State Dairy Princess, Marci Harnish (center) along with other dairy princesses and MAMMA's Molly Moo served nearly 140 gallons of the delicious and nutritious treat.



Pennsylvania dairy princesses and Molly Moo take a break at Ski Roundtop recently after serving more than 3,000 servings of REAL hot chocolate made with milk to skiers. Pictured: (from left) Diane Myers, Cumberland County; Jesslyn Oberholtzer, Lancaster County; Jayanna Kopp, Dauphin County and Marci Harnish, Pennsylvania State Alternate. Hot chocolate was provided Hershey Chocolate, Embassy Dairies and the Middle Atlantic Milk Marketing Association.

Molly Moo Treats Skiers To Real Hot Chocolate

TOWSON, Md. — Hershey Chocolate, Embassy Dairies, and the Middle Atlantic Milk Marketing Association are teaching skiers about the good taste of hot chocolate when made with milk by serving it to them free.

With the help of area dairy princesses real hot chocolate will be served to nearly 14,000 skiers this ski season. Recently more than 3,000 skiers enjoyed the treat at Ski Roundtop in Lewisberry. Also, hosting the hot chocolate promotions are Ski Liberty, Shrewsbury, Sunday, Feb. 13; Ski Whitetail, Mercersburg, Monday, Feb. 21; and Blue Mountain, Palmyerton, Sunday, February 27.

For several of the ski resorts this is their sixth year for joining with MAMMA and Hershey Chocolate to promote the goodness of milk. As a reminder to make hot chocolate with milk and not water, skiers also receive ice scrapers and key chains bearing the message "Milk. It Does A Body Good".

MAMMA's newest spokesperson, the Philadelphia Phillies Phanatic will join Molly Moo and the

other skiers at Blue Mountain just north of Allentown, during the hot chocolate promotion on Sunday, Feb. 27.

The Middle Atlantic Milk Marketing Association is the only qualified regional program that includes advertising, promotion,

nutrition education, retail merchandising, school food service, communications and public relations for the entire Middle-Atlantic milk marketing area. More than 5,000 dairy farm families support the MAMMA program.



Bob Dever, Atlantic Dairy Cooperative's general manager, gives Molly a few skiing tips.

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