

# Kids' Korner

## Phillie Phanatic Promotes Milk In Philadelphia Schools

PHILADELPHIA (Philadelphia Co.) — Philadelphia school children are getting excited about drinking milk and eating breakfast at school thanks to the newest milk spokesperson, the Phillie Phanatic.

As the spokesperson for the Middle Atlantic Milk Marketing Association (MAMMA) the Phanatic is visiting Philadelphia elementary schools to encourage students to drink milk and eat breakfast at school everyday.

This is part of the 1994 School Milk Initiative MAMMA has created to increase school milk sales throughout the entire Middle Atlantic region during the next few years.

MAMMA selected the School District of Philadelphia to launch the school milk program because of the great potential for growth in the school breakfast program. Growth in the school breakfast program will generate additional school milk sales because a half-pint of milk is a USDA requirement for each breakfast served.

The school breakfast program is a federally-subsidized program created to assure that a nutritious breakfast is available to all children. The premise behind the program is simple: hungry children can't learn.

The "Eat smart and be smart message" of the Phillie Phanatic will reach about 111,500 Philadelphia elementary students through 30 live school appearances and through the video-taped performances.

The Phanatic school tour is just one component of MAMMA's School Milk initiative. The visits lead up to the "I Love Milk" at breakfast contest being held March 7-11, during National School Breakfast week with the School District of Philadelphia.

Students who drink milk and eat breakfast every day will be eligible to win tickets to the May 22nd Phillies game or a Phanatic/Darren Daulton growth poster. More than 11,000 prizes will be awarded to winning students.

All Philadelphia elementary students will receive an oversized color photo of the Phillie Phanatic with a milk/school breakfast puzzle on the back, and colorful book covers bearing nutritional information.

To air next month is the Phanatic and milk television commercial targeting adults, but suitable for youngsters, too, to remind parents of the importance of drinking milk at any age.

### Building Future Milk Sales

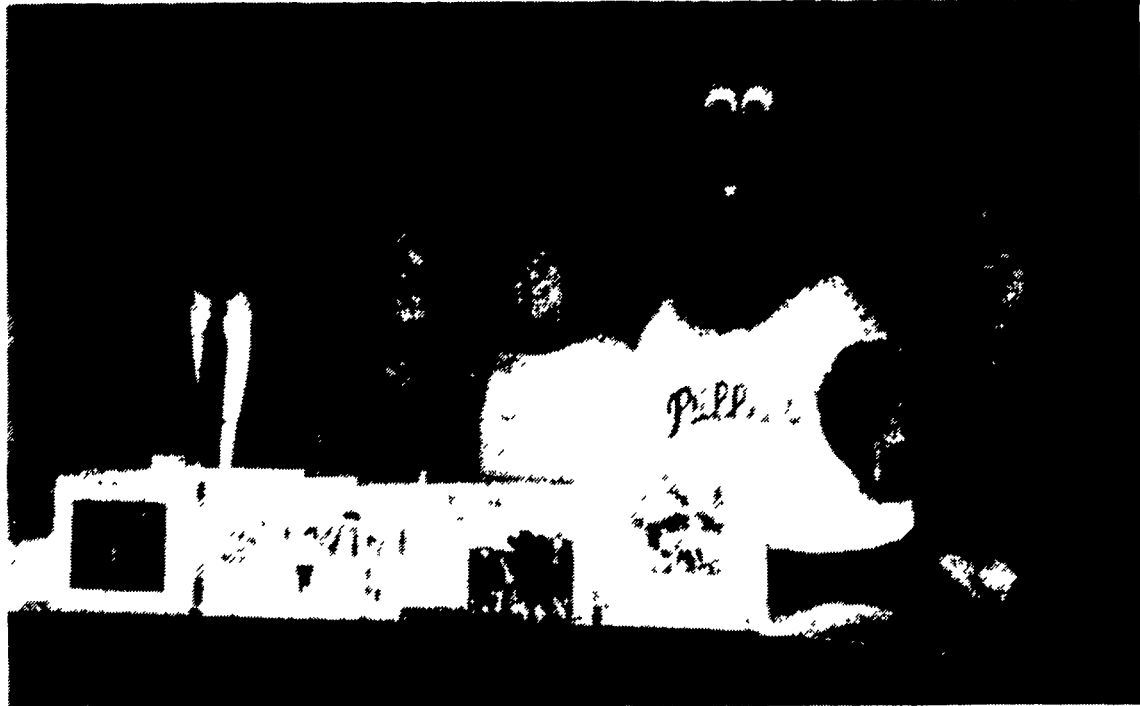
Between the 1991-92 school year and the 1992-93 school year 10,000 gallons of school milk sales were lost in the School District of Philadelphia, according to Jack Baldwin, president of Balford Farms, the school milk distributor.

"We want to regain the lost milk sales in the school district, but more importantly we want to get these children into the habit of drinking milk now when they are young. These children are the milk drinkers of tomorrow," said Lela Mummert, MAMMA program director, "so we are building a strong base for future sales."

With only a small percentage of the student body participating in the school breakfast program there is a great potential and likelihood of increased student participation.

"We could be serving as many school breakfasts as school lunches," said Thomas McGlinchy, director of Food Services for the School District of Philadelphia. "Currently, there is a

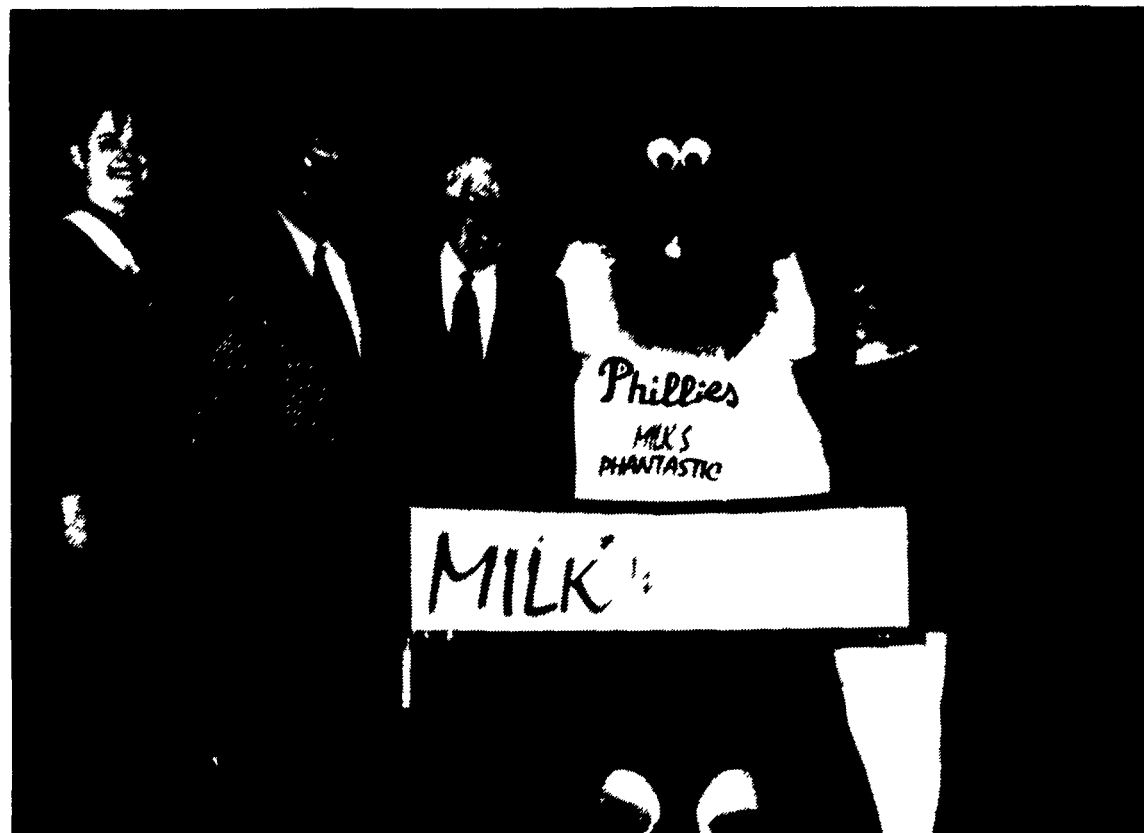
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The Phillie Phanatic, sponsored by the Middle Atlantic Milk Marketing Association (MAMMA), made a special appearance at Darley Road Elementary School. Shown from left to right Darley Road principal Robert King; Lela Mummert, MAMMA; Kim Doherty, food services supervisor of the Brandywine School District; and Lisa Diewald, Dairy Council, Inc., displaying books provided by Dairy Council.



The Phillie Phanatic gets students excited about good nutrition, school breakfast and drinking milk when he visits schools.



To kick-off MAMMA's Phillie Phanatic school milk promotion the furry mascot was joined by (left to right) Jennifer Grimes, Pennsylvania State Dairy Princess; Wade Groff, MAMMA Director; Robert McSparran, MAMMA director; Phillie Phanatic; Joan Nachmani, coordinator of dietetic services SDP; and Mollie Williams, Disston Elementary School principal.

## 'I Love Milk' Breakfast Promotion

SOUTHAMPTON (Bucks Co.) — "I Love Milk" was the enthusiastic cry being chanted at the Darley Road Elementary School in Claymont, DE, on Friday, February 4. These students were celebrating winning the "I Love Milk Contest" sponsored by the Dairy Council of Southampton, and the Middle Atlantic Milk Marketing Association (MAMMA), in conjunction with the Brandywine (DE) School District.

During the week of Jan. 10-14, the Brandywine School District's 13 elementary schools competed in the contest. The goal of the contest was to increase breakfast participation in the schools — and the school with the greatest increase would be the winner. According to Kim Doherty, food service supervisor for the district, the Darley Road Elementary School increased its breakfast participation 106%. Before the contest this school averaged serving about 230 breakfasts each week; 513 breakfasts were served during the contest week.

While Philadelphia's WPVI-TV and Delaware's Cable Channel 2 covered the event, the winning kids were treated to ice-cream compliments of Hy-Point Dairy; a collection of children's books focusing on food, health, nutrition and farming, compliments of Dairy Council; and an exciting visit from the Phillie Phanatic compliments of MAMMA. Other prizes included colorful book covers, T-shirts, soccer balls, and a bike and helmet. The Delaware State Dairy Princess helped give out the awards.

On the day of the awards, Darley Road Principal Robert King, said that the children and parents still are behaving as if the contest was continuing because breakfast participation is remaining so high. It is the goal of MAMMA and Dairy Council that through these breakfast initiatives, eating breakfast will become a good habit to be adopted by these youngsters not just one week of the year — but for a lifetime. And that they will always love their milk!