

# Phanatic Promotes Milk

(Continued from Page B10)

huge gap. We serve 100,000 lunches daily, but only 25,000 breakfasts."

The number of students eating school breakfasts has doubled over the past three years through the promotional efforts of McGlinchy and the food service staff, however, he believes the Phanatic campaign will make a greater impact on the students than school food service could with their limited resources.

"The Phanatic is unique. The kids go wild over him. He gets kids excited about school break-

fast in ways that we can't. The Phanatic campaign has focused professional marketing techniques on our students, along with the planning and the resources being used, it is by far the best promotion we've ever had," said McGlinchy.

Doubling the current number of students eating breakfast at school would generate an additional 281,000 gallons of milk sold in the district each year. That may be the case during the next few years, but for now McGlinchy thinks a 20 percent increase is more reasonable.

"Any increase is worth the

effort. So many of our kids are hungry and research is constantly proving that before kids can learn they've got to have a good meal. Our food service staff feels that feeding the children is just as important (to learning) as books."

The Philadelphia school food service staff was awarded the U.S. Department of Agriculture's "Best Practices" award for their gains in student participation in the school breakfast program and in their methods use to achieve those gains.

Making the students and parents aware of the school breakfast program is half the battle.

McGlinchy believes that the students will get hooked on school breakfast after they try it the first time.

The Middle Atlantic Milk Marketing Association is the only qualified regional dairy promotion

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



## Exchange Students Need Homes

TIBURON, Calif. — Host families are being sought for 25 high school students from France, Germany, Belgium, Spain, Denmark and other foreign countries for the upcoming school year, in a program sponsored by the American International Youth Student Exchange Program (AIYSEP).

The students, age 15 through 18, will arrive late August, attend local high schools, and return to their home country in June, next year.

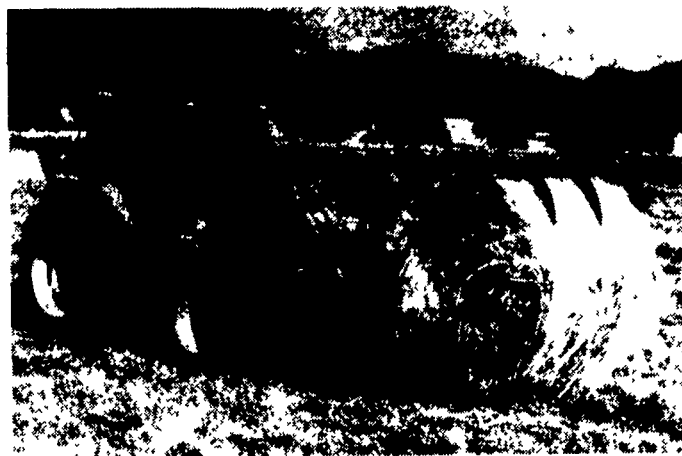
The students, all fluent in English, have been screened by school representatives in their home countries and will have spending money and medical insurance. Host families may deduct \$50 per month for income tax purposes.

If you are interested in hosting, please contact the AIYSEP International Headquarters: Office of the Director, 200 Round Hill Road, Tiburon, CA 94920 (415) 499-7669 or 1-800-347-7575.

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