

ADA Announces Ice Cream Greetings

ROSEMONT, Ill. — American Dairy Association® (ADA) and National Dairy Promotion and Research Board (NDB) are giving consumers reason to celebrate this summer with a unique offer that combines two of America's celebration favorites: ice cream and greeting cards.

During the "Celebrate with Ice Cream" promotion, consumers who make any ice cream purchase of \$2.50 or more can receive five free custom-designed greeting cards targeting top card-giving occasions: birthday, anniversary, new baby, congratulations and friendship. The cards feature cow caricatures enjoying ice cream and engaged in activities appropriate for each occasion.

"It's a winning combination,"

says Dick Cooper, vice president of Marketing Services for ADA. "Ice cream is one of the top three celebration foods, and each year Americans send more than 7.5 billion greeting cards. We're bringing the two together for a fun promotion that's sure to catch the attention of consumers."

To receive a set of the custom greeting cards, consumers must send a mail-in certificate, \$1 for postage and handling and a cash register receipt showing a purchase of \$2.50 or more of any size, brand, flavor or form of ice cream.

The "Celebrate with Ice Cream" promotion incorporates local radio advertising, print advertising and in-store merchandising.

Print Advertising

On July 10, full-page, full-color ads promoting the offer will appear in *Paradise Magazine*, *USA Weekend Magazine* and in the magazine sections of select Sunday newspapers. The ads, which feature consumer mail-in certificates, have a total circulation of over 52 million.

Radio Advertising

From June through early July, a 60-second radio commercial will call consumers to look for the card offer in the July 10 issue of Sunday newspaper magazines. A second spot airing in select markets nationwide will remind consumers to celebrate with ice cream all summer long.

In-Store Merchandising

A mobile depicting ice cream treats and tear pads of the mail-in certificates will be available for retailers to display in their frozen dairy sections.

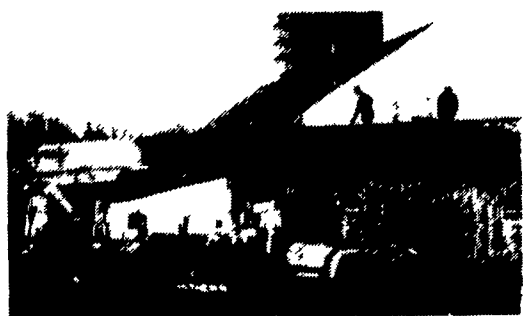
American Dairy Association is the advertising and marketing ser-

vices division of United Dairy Industry Association (UDIA). UDIA is a member-driven federation that conducts a total promotion program for U.S.-produced milk, cheese and other real dairy foods.



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