

Milk Promoters Carry Olympic Torch

SYRACUSE, N.Y.—Though two seasons and several states separate New York from the next Olympic games, the American Dairy Association and Dairy Council, Inc. (ADADC) carried the Olympic torch and positive milk messages across New York State in the "Run for '96" this fall. Cows, milkmen, and dairy princesses made appearances in the six largest cities of the 2,200-mile run across New York State to emphasize the importance of milk and dairy products in the diet. As a sponsor of the Torch Run,

ADADC participated in Rochester, Buffalo, Syracuse, Albany, Binghamton and New York City. Product promotion was the goal of ADADC's participation in the New York Run for '96. Complimentary ice cold white and chocolate milk was given to all runners, children and other Olympic supporters, reminding them of the importance of including milk and dairy products in a well balanced diet. The milk was donated by Upstate Milk Cooperative of Rochester and Crowley Foods of Binghamton.



New York State Dairy Princess Jonelle Smith, dressed as a milkman, carried the official Olympic torch in Buffalo, N.Y. as part of a 2,200-mile run across New York State to promote milk and dairy product consumption to runners, children, and other Olympic supporters.



Product promotion was the goal of ADADC's participation in the New York Run for '96. These children are anxiously awaiting the complimentary milk donated by Upstate Milk Cooperative of Rochester and Crowley Foods of Binghamton.

In each major city, a ceremony was held to recognize the Olympic effort including speeches from local dignitaries and former Olympians. New York State Dairy Princess Jonelle Smith and ADADC Chief Executive Officer Rick Naczi were able to promote milk's logical connection to active healthy lifestyles of Olympic athletes during the ceremonies.

Dairy Princesses received additional attention by delivering the torch both to and from the ceremonies, when the media was covering the events most closely. As a result, coverage was generated on the NBC affiliate television station in Syracuse and on the front page of the Oneida Dairy Dispatch, taking the dairy message to thousands of viewers and readers.

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