

Kids Korner

'That Milk Thing' Campaigns To Increase Milk Sales Among Children

TOWSON, MD — Mid-Atlantic school children and their parents are getting the good news about milk in a new way — a big, blue, furry way. "That Milk Thing," a captivating and entertaining children's character, is the dairy industry's new mascot created by the Middle Atlantic Milk Marketing Association (MAMMA).

The MAMMA milk mascot is campaigning for increased milk sales in elementary schools and on television. The 1996 television spots are running on selected family-oriented shows. "That Milk Thing" is the cornerstone of MAMMA's Kids Marketing Program, an extensive promotion effort aimed at youngsters, ages 6-11 years old. The program, which has been in development for the past three years, has one goal — to persuade children to make milk their beverage of choice, both in school and at home.

The entertaining character has already achieved some success enhancing milk consumption among many youngsters. On the pilot tour of several schools in Baltimore and in Philadelphia, "That Milk Thing" helped to increase school breakfast participating by as much as 52 percent.

During an in-school assembly, the mascot performs an exciting and entertaining skit to teach children the importance of drinking milk, eating breakfast and getting a good education. The music, the sound effects and comedy make it fun for the children to learn how eating a good school breakfast improves their ability to learn.

"That Milk Thing" has just

completed a successful school tour of Baltimore City schools and is embarking on a 30-school tour for the School District of Philadelphia. More than 60,000 children in Baltimore City are participating in MAMMA's "I Love Milk" contest. The more than 112,000 students in the School District of Philadelphia are taking part in their third annual "I Love Milk at Breakfast" promotion in that school district.

What began several years ago with school assemblies sponsored by MAMMA, has evolved into a massive campaign to reach kids and their gatekeepers. Gatekeepers include parents, teachers, principals, and school food service staff. These adults are an important audience for MAMMA because they determine what beverages are made available to children. Persuading these adults to purchase milk is essential to the success of MAMMA's Kids Marketing Program.

MAMMA's dairy farmer board of directors recently approved the following program elements for 1996: television advertising aimed at children and gatekeepers; Public Service Announcements to publicize school meal programs; "I Love Milk" school contests; milk mascot school assemblies; Milk School Seminars for cafeteria employees; in-school promotional materials; partnerships with corporations; and milk-friendly educational videos for school children.

MAMMA, the regional affiliate of Dairy Management, Inc., is the non-profit dairy promotion and marketing organization funded by more than 5,000 dairy farm family members in the Mid-Atlantic area.



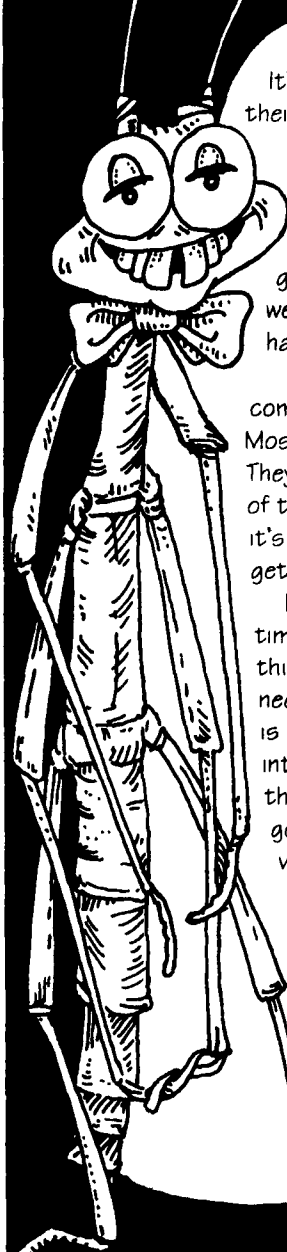
"That Milk Thing," the Middle Atlantic Milk Marketing Association's new milk mascot, makes learning about nutrition exciting. Recently, some Baltimore elementary school students learned about the importance of eating a healthy breakfast everyday — a healthy breakfast always includes milk.



He's big, he's blue, and he's lovable. The zany new milk mascot uses music and song in a hilarious show created to build school children's enthusiasm for drinking milk, eating breakfast and getting a good education. MAMMA's new television commercials featuring "That Milk Thing" are now airing on selected family-oriented shows.

Smart Stuff

WITH TWIG WALKINGSTICK



How do migrating birds find their way?

It's a sure sign of spring! Birds are flying North after their wintertime vacation in sunny, Southern climates.

Our bird specialist friends (called ornithologists; say OR-ni-thawl-eh-jests) say these traveling flocks find their way South by instinct. They also know to leave at the right time so that there's plenty of food and good weather back at their summer homes where they were hatched — and where their new babies will be hatched.

There's one mystery, though — scientists aren't completely sure how birds find their way year after year. Most ornithologists think it's a combination of things. They know birds use the sun and stars to navigate (think of the sun and stars as a bird's roadmap), because when it's overcast, birds sometimes become disoriented and get lost.

Because the sun is in different positions at the same time of day at different spots on the Earth, scientists think birds also have an internal clock. (Birds don't need a watch to tell them it's 11 a.m.) So when the sun is in a certain spot at a certain time, birds use their internal clock to know which direction to fly. Birds follow the magnetic pull of the Earth, too. And when they get really close, some birds find their home nest by visual landmarks like rivers or buildings.

But however birds find their way, their homecomings mean winter is almost over!

Scientifically yours, Twig

