

That Milk Thing Keeps Drinking Milk

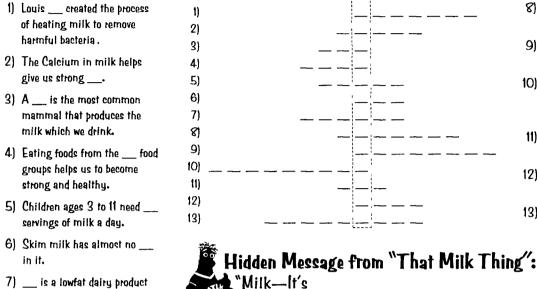
PHILADELPHIA — "Drink milk with school breakfast" was the message promoted to nearly 100 community leaders and parents who attended the fifth annual Dignitary Breakfast, sponsored by the Middle Atlantic Milk Marketing Association (MAMMA) and Dairy Council, Inc. Held during National School Breakfast Week, the event was hosted by the Honorable Luis Munoz-Marin Elementary School and coordinated by Philadelphia Division of School Food Services to alert the community to the importance of

school breakfast. During the breakfast, Angel Ortiz from Philadelphia City Council. Christopher Martin from USDA, and Dr. David Hornbeck, superintendent of schools, commended the 550 Munoz-Marin students on eating school breakfast. The highlight of the morning was MAMMA's "Eat Smart To Be Smart" assembly featuring the loveable milk celebrity, "That Milk Thing." Munoz-Marin was one of 18 Philadelphia elementary schools to receive the free assembly this spring. During the past four years, the "Eat Smart To Be Smart" Assembly has educated more than 77,000 students on the benefits of a healthy breakfast.

As a follow-up to the assembly, Dairy Council, Inc. provided teachers from every grade level with nutrition education materials. Pennsylvania Alternate Dairy Princess Heather Riley attended the event and greeted students at Munoz-Marin Elementary. With every school breakfast served, a

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Directions: Fill in the blanks with the answers to the questions below. Then transfer the designated letters into the appropriate box below to find "That Milk Thing's" hidden message to you.



8) On average, a cow produces 100 ___ of milk a day.

"That Milk Thing" wears size 28 ___.

"That Milk Thing" wants to become an ___ and explore the Milky Way.

"That Milk Thing" has electric blue ___.

"That Milk Thing" only has ___ fingers.

"That Milk Thing" knows it is important to eat a

healthy ___ everyday. 10 11 12

Middle Atlantic Milk Marketing Association

810 Gleneagles Court, Towson, MD 21286 • 410-321-0266 Fax 321-7481 • www.thatmilkthing.com Accesses 19 Pesteur 1) Pesteur 2) Bonnes 3) Cow 4) Fine 6) Let 7) Yogurt 5) Giesses 9) Sneakers 10) Actionaut 11) Fut 12) Four 13) Breakfast Hidden Messages "Milk-il's Powerful Stuff."

1/2 pint serving of milk is provided, MAMMA's school breakfast promotions are designed to increase school milk consumption through increasing breakfast participation and improved milk's

snack.

MAMMA is a non-profit milk promotion and advertising association funded by dairy farmers in Maryland, Delaware, southern Pennsylvania, southern New Jersey, and northern Virginia. Dairy

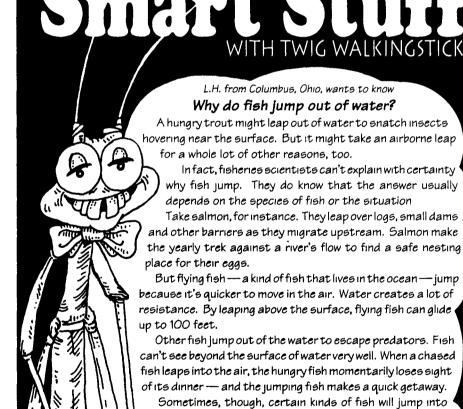
Council, Inc. is the nutrition education organization covering

southern Pennsylvania, southern New Jersey, and Delaware.

image.

cultured by bacteria that can

be a delicious and healthy



because it's funl

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the air so they can descend on their prey from the surface. Fish can feel other fish swimming near them. By jumping out of the water, a hungry fish can use surprise to its advantage. There are other speculations, too. Some scientists think the jumping helps remove parasites that feed on the fish's scales. And, other people think some fish are playing their own brand of leap frog — they jump

