

# Milk Is Premier Sponsor of 'Soccer Mom Contest'

TOWSON, Md. - More than 450 youth soccer players nominated their moms for the "MD Soccer Mom Of The Year" contest, sponsored by the Middle Atlantic Milk Marketing Association (MAMMA), Wendy's Dannon Yogurt, and the Baltimore Indoor Soccer Team. The top 50 contest finalists and their kids were recognized during Milk Night at the Baltimore Spirit Soccer Arena, with the top 10 soccer moms being awarded prizes from MAMMA.

During Milk Night, MAMMA gave away more than 2,000 cups sporting the message "Drink Milk - 3 Glasses A Day!" to fans attending the game. After each Baltimore Spirit goal, Spirit

team members threw out soccer balls with the "Drink Milk" message to the 4,000+ fans attending the game.

To nominate their mom for the contest, kids were asked to write an essay on "Why my mom is the best soccer mom."

Winning the grand prize of a trip to the 1998 World Club Playoffs in France, Christine Green's son from West River, Md., concluded his essay with this comment.

"Even if we don't win a prize, my mother has already kicked enough goals in my heart for a first place gold medal. That is why my mom is the best soccer mom!"

The second and third place

winners were Lou Ann Beecher of Millersville, Md., and Diane Eagle of Eldersburg, Md. MAMMA presented each of the top three winners with a \$50 gift certificate for dairy products from Giant Foods.

The MD Soccer Mom Of The

Year Contest and Milk Night with the Baltimore Spirit are part of MAMMA's region-wide youth soccer campaign, created to encourage 1 million youth soccer players to drink more milk. MAMMA is the local checkoff-funded milk promotion and

association. MAMMA's goal is to increase dairy product demand by Mid-Atlantic consumers on behalf of more than 4,000 dairy farm families in southern Pennsylvania, southern New Jersey, Delaware, Maryland, and northern Virginia.



Pennsylvania Alternate Dairy Princess Eileen Murphy and Maryland Dairy Princess Emily O'Hara, along with That Milk Thing, congratulate MD Soccer Mom winners and families.

## June Dairy Month

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