

Kids Korner

Cookie Monster Asks, 'got milk?'

COLUMBUS, Ohio — Ohio's dairy farmers have enlisted the help of a famous blue shaggy friend to ask Cleveland's kids and adults if they've "got milk?"

Surrounded by mounds of cookies and no milk, a giant heartbroken Cookie Monster, of the Children's Television

Workshop, appears larger than life in downtown Cleveland. The 60 feet high x 80 feet wide billboard is displayed on the side of The Finance Building at the fork of Huron Road and Prospect Avenue, on the corner of East 9th St. Sponsored by the

American Dairy Association and Dairy Council Mid East, the Cookie Monster billboard is part of the farmer-funded "got milk" fluid milk advertising campaign for 1998 and will be visible through December of 1998.

Cookie Monster is recognized

and loved by both kids and adults, and debuted last year as the first celebrity to ask the infamous question "got milk?" The advertising campaign reminds consumers that they should never be caught without milk.

ADADC Mid East is the farmer-funded organization that implements advertising, marketing, promotion and nutrition education on behalf of dairy farmers in Ohio, West Virginia and western and north-central Pennsylvania.



Lancaster County Dairy Princess Elizabeth Smith explains the role of a dairy princess to Price Elementary students.

Milk Thing Visits School

LANCASTER (Lancaster Co) — A school-wide picnic and a visit from the loveable, 7-foot tall "That Milk Thing" was the incentive for a 20 percent increase in school breakfast participation at Price Elementary school in Lancaster. Students, faculty, and cafeteria staff at Price worked together to improve milk's image and increase breakfast participation while enrolled in the Middle Atlantic Milk Marketing Association (MAMMA)'s School Milk Quality Assurance Program, designed to improve milk quality and milk's image in Mid-Atlantic Schools.

In exchange for low-cost cooler equipment improvements provided by MAMMA, Price elementary, along with 27 other schools in the Mid-Atlantic area, coordinated five monthly milk promotions. From the 28 participating schools, MAMMA evaluated increased milk sales and overall promotional effort by each school to select five winning schools. These schools won a free appearance from "That Milk Thing" at their school. In addition to Price Elementary, the winning schools were Chews Elementary in Gloucester Township, NJ, and Brookfield, Walt Whitman, and Herndon, all from Fairfax County, VA.

Cafeteria Manager Joan Buckius coordinated School Milk Quality Assurance Program promotions at Price and worked hard to get everyone involved. By constructing life-sized cows, sporting milk mustaches, preparing milk essays, and decorating cafeterias, stu-

dents, teachers, and cafeteria staff all worked together to win "That Milk Thing's" visit. In addition to the appearance, Price Elementary was awarded a chicken barbecue sponsored by Lancaster City School Food Services. Turkey Hill Dairy donated nine gallons of ice cream for an ice cream sundae bar sponsored by MAMMA.

Other schools hosted similar promotions to Price Elementary's festivities. Black and

white days, milk poster contests, and dancing cows lining cafeteria walls were some promotions that other schools hosted during the 5-month test pilot.

While 50 percent of the schools showed significant increases in school milk sales from the first week to the last week of the program, the average increase for all participating schools was nine percent. Preliminary interviews with the

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Principal Puckers For Promised Bovine Buss

BALLY (Berks Co) — Deacon Thomas Murphy, principal of St. Francis Academy, Bally, kissed a cow recently to hold up his end of a deal he made with the school's students back in September. If the students read 1,998 books, he promised to smooch with a bovine.

They read over 2,800 books. So, he bussed with the bovine and then some.

As a prelude to the smooch, he and the students serenaded the cow, a Holstein named "Metric". They sang 'Cow Carols' written by Murphy's boss, Msgr. Edward Coyle. Murphy and Metric exchanged gifts. She gave him breath mints and he gave her a delicious bouquet of clover and buttercups.

And when the students cheered for more, he obliged with a few quick pecks on the cheek.

Prior to the big kiss, Pat Haas, Murphy's secretary and farm wife, amazed the students

with some of Metric's numbers she produces about 180 half

pints of milk daily and 40,000 in a year; she weighs about 1,200

pounds and drinks about 55 gallons of water daily.



Deacon Thomas Murphy kisses Metric the Holstein as the students from St. Francis Academy cheer. Helping with the cow are Leonard Gehringer (far left) and Vincent Gehringer, the cow's owner.



Cookie Monster asks Cleveland "got milk?" Sponsored by the American Dairy Association & Dairy Council Mid East, the 60' high x 80' wide billboard can be seen on the side of The Finance Building in downtown Cleveland.