

Milk Mustaches For Better Health

Timonium, Md - The Middle Atlantic Milk Marketing Association (MAMMA) recently hosted a milk mustache photo booth at the fourth annual Baltimore Women's Show, which more than 35,000 women and their families attended. More than 1,000 Polaroid photos were taken during the three-day event to encourage women to "Drink Milk - 3 Glasses A Day." Groups of moms and daughters, sisters,

and friends lined up throughout the weekend to receive their coveted milk mustache photos. MAMMA's booth was featured on ABC Channel 2's Morning Show, broadcasted live to more than 800,000 homes.

Nine hundred half-pint samples of chocolate milk were also distributed at the MAMMA booth to position chocolate milk as a delicious, nutritious treat for kids and adults. Other

aspects of the booth included a nutrition IQ challenge and an informational display featuring the famous milk mustache celebrities. Local dairy princesses distributed more than 5,000 brochures provided by the Milk Processors Education Program (MilkPEP) to encourage the attendees to drink milk and choose dairy products more often. Nutrition experts were on hand to answer questions about milk and dairy products, as well as address other nutritional concerns.

In addition to hosting the booth, MAMMA also sponsored a demonstration by Emily O'Hara, Maryland Dairy Princess, at the Creative Cooking Kitchen area of the Women's Show. Emily showed the audience how to make her dairy-rich dessert, Cream Cheese Pie, while MAMMA Marketing Director Rebecca Sonnen reviewed tips for getting more calcium with dairy products. Samples of Emily's Cream Cheese Pie were distributed after the demonstration.

MAMMA hosted the booth at the Baltimore Women's Show to educate women about the importance of milk in their diets and the role milk plays in the growth and development of their children. MAMMA targets women, especially moms, to not only increase their milk consumption, but also to encourage their children to drink more milk and eat dairy products more often. MAMMA is a non-profit milk promotion and advertising association funded by dairy farmers in Maryland, Delaware, southern Pennsylvania, New Jersey, and northern Virginia.



Lancaster County Dairy Princess Elizabeth Smith puts the popular milk mustache on a Baltimore Women's Show visitor.



Moms and daughters got to pose together bearing their milk mustaches.

Giant Sundae To Be Built July 11

CAMP HILL (Cumberland Co.) - The Cumberland County Farm Bureau Women's Committee and Turkey Hill Dairy are again sponsoring the building of a Giant Turkey Hill Ice Cream Sundae on July 11 from 11 a.m.-1 p.m. here at the Capitol City Mall.

The sundae will consist of 102 gallons of Turkey Hill ice cream. It will be topped with chocolate, fruit, and nuts. The individual sun-

daes will then be dipped by some notable people and given free to anyone in the mall.

The dairy princess will be there with free handouts as well. "Bo" the cow will also be there to greet one and all.

There is free ice cream for all who attend. For more information, contact Barbara McGillvray, (717) 776-7312.



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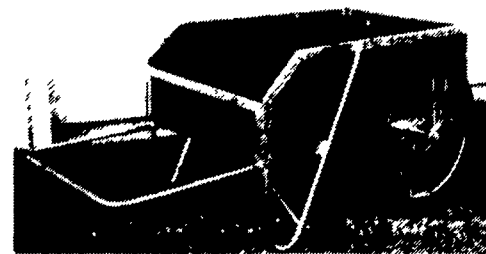


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