

New Commercial Promotes Milk To Kids

(COLUMBUS, Ohio) - The original video game veteran, Mario, is sporting a milk mustache in a new commercial to show kids how milk's powerful nutrients help bones grow. His mission is to rescue kids from their calcium crisis - seven out of 10 girls and six out of 10 boys age 6-11 don't meet daily calcium requirements.

The latest "got milk"/Milk Mustache campaign commercial starring Mario shows kids how the nutrients in milk help him grow as he bounds out of a television set and heads for the fridge to power-up on milk and asks kids, "Want to grow?" Kids

can check out the commercial all year on kid-networks including Nickelodeon and the Fox Family Channel.

Mario is out to teach kids that drinking milk is an easy way to get the calcium and other nutrients their growing bones need to reach their full height potential.

"The easiest way for children to get calcium in their diets is by drinking milk," says Jenny Wilson, director of communication for the American Dairy Association & Dairy Council Mid East. "Drinking three glasses of milk a day provides children with all the calcium they

need." ADADC Mid East is the local planning and management organization, funded by dairy farmer checkoff dollars, responsible for increasing demand for US-produced dairy products on behalf of dairy farmers in Ohio, West Virginia and western Pennsylvania.

Kids can bone up on Mario milk memorabilia by getting a set of free exclusive Mario Milk temporary tattoos. To get free tattoos, kids can log onto the www.whymilk.com Web site to play Mario Milk Mustache word game and mail it in with a permission slip from their parent or guardian. A special viewing of

the new Mario Milk Mustache commercial can also be downloaded from the Milk Web site.

Mario is the latest commercial from the joint effort between Dairy Management Inc.™ and the Milk Processor Education Program. The advertising effort is part of a jointly funded \$180 million integrated marketing program for the year 2000 that

also includes public relations, product publicity, retail promotion, food service promotion, school nutrition marketing programs and product research. The program is designed to increase consumer demand for fluid milk. ADADC Mid East works closely with DMI to implement dairy promotion, education and research programs nationwide.



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