

Cal Ripken Jr. Continues To Pitch Milk

PHILADELPHIA (Philadelphia Co.) — Cal Ripken Jr. was the man of honor at the annual Dairy Day at Camden Yards in Baltimore. The dairy industry recognized the baseball great for his role in promoting milk to thousands of fans.

Ripken joined the American Dairy Association/Dairy Council Middle Atlantic promotion team as a spokesperson 19 years ago. Since then, he has pitched

milk to baseball fans throughout the Mid-Atlantic region through television commercials, billboards, and special events at Orioles games.

"Cal Ripken Jr. has been a superb spokesperson for the dairy industry," said Patricia Purcell, director of advertising and sales promotions for ADA/DC Middle Atlantic. "Ripken says his mother made him drink his milk when he was

a young boy. He continues to drink milk every day, and credits it for giving him strong bones and allowing him to play the sport he has loved for so long."

During Dairy Day at Camden Yards, ADA/DC president Charles Schilling presented a framed "Cal Ripken Commemorative Poster" to Ripken on the field before a sell-out crowd. The poster, designed by artist Gary Yealdhall, was handed out to nearly 45,000 Orioles fans. It highlights Ripken's career and features milk.

Dairy Day festivities also featured Maryland State Dairy Princess Jeena Rinehart. The 17-year-old from Taneytown,

Md., opened game day by signing the National Anthem.

Recent milk production activities have centered on Ripken's 3,000th hit, which came on April 15 in a game against the Minnesota Twins. ADA/DC was ready for the occasion with television and radio ads and new outdoor billboards, in the Lancaster, York, Harrisburg and Baltimore areas.

The billboards followed Ripken's hitting success, beginning the countdown where he ended the 1999 season at 2,991 hits. The billboards, which are viewed by more than a million people daily throughout the first half of April, were updated after every hit as Ripken neared the 3,000th mark.

Milk again captured the power behind Ripken's 3,000th hit as ADA/DC sponsored the on-field Orioles celebration of his latest achievement. The half-hour pre-game show broadcast by Home Team Sports on April 30 was brought to viewers exclusively by milk.

"The 'got milk?' logo was on-screen throughout the televised show, reminding millions of consumers of the 'real' power behind Ripken's streaks," Purcell said.

In addition to these events, ADA/DC Middle Atlantic donated 3,000 half-gallons of milk in Ripken's honor to the Franciscan Center in Baltimore to benefit the homeless, according to Purcell.



Charles Schilling, left, president of the American Dairy Association/Dairy Council Middle Atlantic board, presents a commemorative poster to the Oriole's Cal Ripken Jr. during Dairy Days at Camden Yards in Baltimore. (Photo by Jerry Wachter)

Lebanon County Plans 28th Annual Annual Dairy Princess Coronation

LEBANON (Lebanon Co.) — The 28th annual Lebanon County Dairy Princess Coronation will be conducted Saturday, June 3, 7:30 p.m. at the Lebanon County Career and Technology Center.

The evening agenda will include the farewell of the 1999 Royalty Team, a Milk Mustache Contest, various skits, and the crowning of the 2000 dairy princess and her team.

The two contestants vying for the dairy princess title are Sarah Krall and Amanda Heffelfinger. Sarah is the 16-year-old daughter of Rick and Linda Krall, 140 Flintville Road, Lebanon, and has an older sister, Rachel. Sarah will be a junior at Cedar Crest High School, where she is involved in Odyssey of the Mind, Students for Christ, chorus and a member of the FFA Chapter.

Sarah is a member of 4-H Friends, Cedar Crest 4-H Dairy Club and her Church Youth group. Sarah owns nine dairy animals, helps to milk on her

uncle's dairy farm, and served as a dairy maid last year. Sarah's father is a representative for Select Sires.

Amanda Heffelfinger is the 17-year-old daughter of Charles and Audrey Heffelfinger, 10 Heffelfinger Road, Lebanon, and has a sister, Nicole. Amanda will be a senior at Cedar Crest High School, where she is involved in chorus, orchestra, and a member of the FFA Chapter. Amanda is employed part-time at Stony Ridge Garden Center. Amanda has an interest in becoming a stormchaser. Amanda was raised on her parents' dairy farm, Heff-Acres. Their farm totals 97 acres and has two dairy animals.

The dairy maid candidate is Jessica Bross. Jessica is the 13-year-old daughter of Dennis and Patricia Bross, 763 Frystown Road, Myerstown. Jessica owns dairy cattle and her parents are dairy farmers. Jessica is in the

8th grade at New Covenant Christian School, where she is involved in the band, plays, and the track team. She is a member of the NorLebCo 4-H Dairy Club, as well as the Extra Special Puppy Club. Jessica is also involved in the choir and the ministry team.

Li'l Miss Dairy Princess contestant Janelle Mendoff, is the 5-year-old daughter of Steven and Melissa Mendoff, 356 N. 13th Street, Lebanon. Janelle has an older sister, Brooke. She is in kindergarten at the Henry Houck Elementary School. Janelle, who has a cousin in the dairy industry whom she loves to visit, wants to be a Li'l Miss Dairy Princess because, "I love animals and people." Janelle's favorite ice cream flavor is strawberry.

The Lebanon County Dairy Promotion Committee invites everyone to the coronation. The evening will end with the traditional "Make Your Own Sundae."



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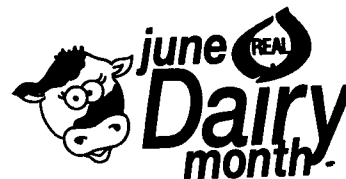
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