



****MEDIA ALERT****
****Photo/Interview Opportunity****

**UNION CITY SCHOOL CHILDREN READY TO SET A
“MOO” RECORD**

Event Celebrates the Launch of “The New Look of School Milk” in 8 oz Single Serve Plastic Bottles in the Metropolitan Area

- WHO:** Elementary school children from Robert Waters Elementary School, Union City, NJ
Brian P. Stack, Mayor of Union City
Members of Union City Board of Education
Diane M. Henderiks, Registered Dietitian, known as the Dietician in the Kitchen
“Crystal” The Dairy Cow
Members of Farmland Dairies Management Team
- WHAT:** Union City school children grades 3rd through 8th will “moo” their best in an attempt to set a record for “The World’s Loudest Moo” in celebration of the launch of “The New Look of School Milk,” new white and flavored milk in 8 oz single serve plastic bottles.
- WHEN:** Wednesday, November 14, 2007
10:30am – 11:00am
- WHERE:** Robert Waters Elementary School Gymnasium
2800 Summit Ave.
Union City, NJ 07087
- WHY:** Farmland Dairies™, the makers of the Special Request™ Skim Plus® line of fortified milk products, the number one selling enhanced milk in the New York Metropolitan area, in partnership with the American Dairy Association & Dairy Council, unveils “The New Look of School Milk,” 8 oz single serve plastic bottles available at nearly 125 public and private schools throughout New Jersey and New York.

According to a 2005 survey of more than 308 school-aged children grades four through 12, the National Dairy Council found that 51 percent of school children said they would choose milk over other beverage options when the milk was presented in a plastic bottle. The survey also found that 67 percent of school children said that the milk in the plastic bottle "had a better flavor" than milk in the paper carton with eighty-six percent of school children adding that the plastic bottle was "easier to drink from."

The effort is being made to have a positive impact on kids' health and wellness and to keep kids from drinking sugary fruit and soda drinks. Drinking white and/or flavored milk products provide a tremendous nutritional package in every 8 oz. serving.

Additionally, Diane M. Henderiks, a.k.a The Dietitian in the Kitchen, and Farmland Dairies spokesperson, will be on-hand to speak to the school children about the importance of maintaining a healthy lifestyle.

FOR MORE INFORMATION, PLEASE CONTACT:

Brian M. Lowe, BML Public Relations:
(office) 973/337-6395 or 973/868.4486 (onsite)