

# Contest Corner

## Once In A Lifetime Chance To Dribble With Milk

(NAPSA)—Whether you're a freshman trying to make the high school team or a college star going pro, everyone knows it's tough to be the rookie. got milk? is rewarding one outstanding high school freshman athlete to win a trip to the Milk House at Disney World to play basketball with one of the hottest rookies and star in a got milk? ad.

The got milk?/Milk Mustache campaign is looking for one stand-out freshman athlete to pose for a milk mustache ad for *ESPN Magazine* and play basketball with NBA rookie sensation Shane Battier. The ad is part of the Milk Mustache campaign's Hometown Rookie of the Year program that rewards outstanding rookie high school players for their athletic performance and emphasis on good nutrition.

"Growing up I would have done just about anything to go one-on-one with Dr. J or play HORSE with Pistol Pete," said Kurt Graetzer, CEO of the got milk?/Milk Mustache campaign. "Now one lucky teen will have his own dream come true and play one-on-one with Shane Battier. We want to reward calcium-conscious teens for making milk part of their diet."



**The got milk? campaign is looking for a high school freshman to star in their latest milk mustache ad.**

### **Slam Dunk with Milk**

Whether you're a high school or pro athlete, nutrient-dense milk provides the fuel that active bodies need. Milk is an excellent source of bone-strengthening calcium and muscle-building protein to help keep bodies in peak performance. With all the great new flavors and convenient packaging of milk, it's now easier than ever for

teens to get their recommended four servings of milk a day.

Unfortunately, nearly seven out of 10 teenage boys and nine out of 10 teenage girls are not meeting the calcium requirements their growing bodies need. The Milk Mustache Campaign wants to blow the whistle on this calcium crisis and let them know about the importance of milk and making smart nutrition choices. Teens need 1,300 mg of calcium, the equivalent of about four eight-ounce glasses of milk, a day to help keep bones strong and reduce the risk of injury. Besides calcium, milk also provides eight other essential nutrients to help fuel physical activity and keep high school athletes at the top of their game.

### **Play by Play on How to Enter**

High school athletes completing their freshman year in 2002 are eligible for this contest. Official entry forms and a complete list of rules can be found on [whymilk.com](http://whymilk.com). Contest entries will be accepted through June 14, 2002. The grand prize winner will win a trip to the Milk House at Disney's Wide World of Sports in Orlando, Fla. to star in his/her own Milk Mustache ad to be featured in *ESPN Magazine*, and play ball with Shane Battier of the Memphis Grizzlies.