

Names In The News

Tour Touts Nutritious, Delicious Benefits Of Milk

(NAPSA)—Adam Vasquez, Keanan Nelson and Andrea Owens discovered the sweet taste of success when they were chosen from more than 37,000 photo contestants to become the next Milk Mustache celebrities. The three will be featured in an ad in *Inside Stuff* magazine.

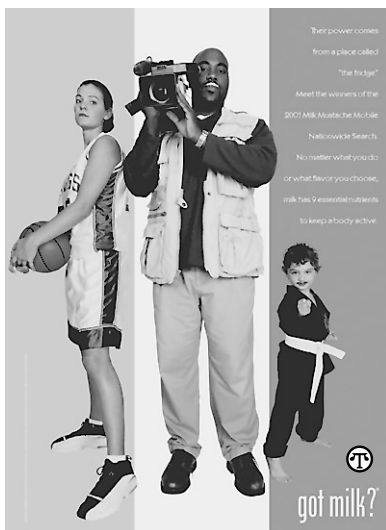
The ad copy reads, in part: "No matter what you do or what flavor you choose, milk has 9 essential nutrients to keep a body active." Chocolate milk is doctor recommended, with nine out of 10 pediatricians agreeing that lowfat or fat-free milk is the best beverage choice for kids.

"From traveling the country to identify positive role models like Adam, Keanan and Andrea to introducing new milk flavors and packaging, the dairy industry is communicating the importance of calcium-rich milk to the three out of four Americans falling short of daily calcium recommendations," said Kurt Graetzer, CEO of the Milk Processor Education Program.

• Adam Vasquez, 4, is a young ninja in training. He was spotted while sporting a perfect chocolate milk mustache, emulating his favorite Milk Mustache celebrity, Jackie Chan. He drinks three to four glasses of milk per day, which helps him pack a powerful punch for someone his age.

Adam is considered a terrific role model for the more than six out of 10 children his age who are not getting the calcium needed on a daily basis. Nearly 60 percent of pediatricians agree that fat-free or lowfat chocolate milk is the best source of calcium.

• Though usually found behind the cameras, Keanan Nelson, 25, was thrilled to switch roles and pose for his own milk mustache photo. Keanan knows that drinking three glasses of milk a day provides him with the calcium he needs to help strengthen his bones and keep his camera held high. He also knows that milk is packed with protein to help build muscle and give him the boost he needs to cover breaking news. He is also



Three national contest winners are helping inspire their peers to drink more milk.

setting an example for his 3-month-old son, Bryce.

• Growing up, Andrea Owens's mom always encouraged her to drink three to four glasses of milk a day. Now it has paid off for Andrea, 16, a six-foot star athlete who has dribbled her way to the top on her high school basketball team.

Eighty-five percent of teen girls and 60 percent of teen boys don't get the calcium they need on a daily basis. The National Academy of Sciences recommends teenagers consume 1,300 mg of calcium per day, which is the equivalent of four glasses of milk.

Nine out of 10 pediatricians agree that lowfat or fat-free chocolate milk is the best beverage choice for kids. With flavored milks so prevalent and also being good for you, it's now even easier to drink the recommended three to four glasses of milk a day.

One way to work more milk into your diet is with smoothies in such flavors as Chocolate Peanut Butter Cup, Strawberries 'N Cream and Totally Tropical.

For more information about the nutritious benefits of chocolate milk and the national contest winners, or for smoothie recipes, visit www.whymilk.com.