

# Nationwide Tour Discovers Newest Milk Mustache Celebrity

## Three-Year-Old Girl Strikes It Big With Her Very Own Milk Mustache Ad In *ESPN The Magazine*

(NAPS)—Sporting a Yankee's uniform and frothy milk mustache, three-year old Julianna Rauf of Albany, NY won a national photo contest and will now star in her very own milk mustache ad in *ESPN The Magazine*. Julianna entered the contest when the Get Moo-ving With Milk Tour stopped in her hometown this past August and competed against 50,000 other hopefuls for the opportunity to star in the famous ad campaign. More than 420 events were held across the country for city residents to audition to be the next celebrity and learn the importance of drinking milk.

Julianna enjoys playing on the family's dairy farm, so it seems fitting that this pint-sized winner would star in her own milk mustache ad and promote the goodness of milk. "She loves to be on the farm and feed the cows," said mother, Jackie. "Winning the milk mustache contest has been the most exciting thing for our family and this town, too."

Julianna's image will be seen all over the U.S. when her national ad is released in the March issue of *ESPN The Magazine* with milk on her lips, a bat in her hand and proudly wearing the World Series Champion Yankee's uniform. Aside from Julianna's dynamic smile and perfect milk mustache, the winning photo was chosen for its tie-in to the milk tour's theme of showcasing milk as nature's sports drink.

This year, the Get Moo-ving



with Milk Tour visited nearly 130 cities to spread the word about the powerful one-two punch of milk and physical activity. With nine essential nutrients that your body needs, milk is the perfect choice for an active and healthy lifestyle.

The nationwide tour traveled across the country, from New York to North Platte and logged over 90,000 miles in an effort to teach Americans about the nutritional benefits of milk. Events were held at schools, retail stores and professional sports games where more than 150,000 people attended to learn more about milk, receive free fitness tests and have their milk mustache pictures taken.