



SOCCER FACTS & FIGURES

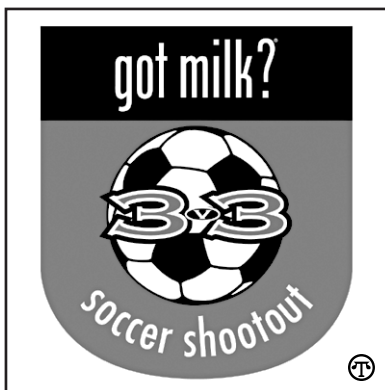
In Search Of America's Ultimate Soccer Mom

(NAPSA)—Soccer moms are charged with shuttling their kids from game to game, keeping up a hectic schedule and still finding time to make sure their kids eat right. It's a tough challenge that deserves to be rewarded.

One lucky mom will be recognized for her efforts and awarded the title of America's Ultimate Soccer Mom. She's the one who goes the extra mile—including keeping her kids properly fueled with milk.

While young children and teens are more active than ever, their diets remain dramatically low in calcium. About nine out of 10 girls and seven out of 10 boys aren't getting the calcium they need on a daily basis. What many moms don't realize is that there's an easy solution that kids will love—flavored milk. Not only does it taste great, it has the same nine essential nutrients as regular milk, including calcium and protein. A recent study published in the *Journal of the American Dietetic Association* found that drinking flavored milk helps kids increase their calcium intake without increasing total added sugar in their diets. Flavored milk drinkers in the study also consumed fewer soft drinks and juice drinks.

To honor moms who teach their kids the value of good nutrition, including drinking at least three glasses of milk a day, world champion soccer star and "super" mom Joy Fawcett is teaming up with the Got Milk 3-v-3 Soccer



The search is on for America's Ultimate Soccer Mom.

Shootout Tour to search for the Ultimate Soccer Mom.

"As a soccer player and a mom I know how important it is for my kids to include milk in their diets," says Fawcett. "My kids love the taste of chocolate milk, and I'm happy to give it to them because I know they're getting the vitamins, minerals and protein they need to stay active."

The "Ultimate Soccer Mom" carpools her kids to games, cheers from the sidelines, and, of course, fuels her athletes with milk. Kids can "mom-inate" their mom for top honors at the Got Milk 3-v-3 Soccer Shootout or online at www.whymilk.com. The national winner and her family will attend a special training camp with Fawcett at Disney's Wide World of Sports Complex at Walt Disney World Resort in Lake Buena Vista, Fla., win a Chrysler Town & Country minivan and appear in their own Got Milk ad.