

MILK. CHEESE. YOGURT.

FUEL UP WITH DAIRY!

Dear School Nutrition Professional:

We sincerely want to thank you for maintaining the **New Look of School Milk Program**. We hope you have been able to achieve your goals in implementing the program, and are ready to continue with this **NEW** promotion kit! It includes the merchandising materials, resources and idea starters to help you boost your school milk program AND encourage healthier eating. Use these items to communicate with students, school staff and community, and to enlist support for your efforts.

Since you already have experience with the ongoing program, **The New Look of School Milk**, you'll notice that the materials in this kit contain a **NEW** theme to present to your students:
FUEL UP WITH DAIRY!

Your new poster contains strong, effective messaging about including at least three servings daily of healthy, low-fat dairy products such as milk, cheese and yogurt in everyday food choices. The colorful, energy-filled poster design and graphics will help reinforce the importance of eating smarter for stronger performance in school and other activities.

We've also included an innovative, exciting contest activity that will not only challenge your students' creativity and build healthy eating awareness, but also generate tremendous enthusiasm and positive publicity for your school at the same time!

We wish you continued success with your school milk program and all you do to encourage healthy eating at your school. With the support of this new **FUEL UP WITH DAIRY** kit, you'll soon have your students adopting a more nutritious energy plan!

Sincerely,