

# SAMPLE NEWS RELEASE

## CONTACT:

*ADD CONTACT NAME, PHONE NUMBER AND E-MAIL*

## **LOCAL HIGH SCHOOL MAKES IT EASY TO GET 3-A-DAY™ OF DAIRY** *New Vending Machine Offers More Choices for Students*

**CITY,STATE** (**DATE**, 2007) — Students at **School or school district** in **xxx County** now have an easy way to get the recommended three servings of dairy a day. The school's foodservice department recently purchased 3-A-Day™ of Dairy vending machines stocked with milk, cheese and yogurt to supplement the dairy foods offered in the school cafeteria.

"This is an exciting addition for our school district," said **name, title**. "It is important for students to have many nutritious and healthy food choices during the school day. Anything we can do to facilitate that is a great plus for all of us."

The new vending machine is located in the  and is accessible to students throughout the school day. Products include . 3-A-Day of Dairy graphics adorn the vending machine, which was purchased through (**vendor name**) with support from Mid-Atlantic Dairy Association, the regional affiliate of the National Dairy Council.

The 3-A-Day of Dairy for Stronger Bones campaign was designed to address America's low calcium intake, a major public health concern. In addition, 3-A-Day of Dairy recognizes the importance of moderating dietary fat intake. The campaign emphasizes the importance of calcium and the need to get at least three servings of dairy each day.

"We were pleased to work with  School District in placing the new vending machines," said Janette C. Carpentier, M.A., FMP Vice President of School Marketing for Mid-Atlantic Dairy Association. "Teenagers, in particular, need their calcium. Nine out of 10 teen girls and seven out of 10 teen boys do not meet their daily calcium requirements. The 3-A-Day of Dairy vending machines will help remind students to get three servings of dairy each day, as well as provide choices on how to get the calcium they need."

The 3-A-Day of Dairy nutrition-based marketing and consumer education campaign is managed by the American Dairy Association and the National Dairy Council. Mid-Atlantic Dairy Association is a regional affiliate of the National Dairy Council and is funded by local dairy farmers to increase dairy product demand. For more information, visit [www.3aday.org](http://www.3aday.org), or [www.dairyspot.com](http://www.dairyspot.com), Mid-Atlantic Dairy Association's Web site.

###