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Magic's McGrady a Milk Mustache Celebrity

MAITLAND – Four-time NBA All-Star Tracy McGrady not only showed he could average more than 30 points a game, but he now has scored a Milk Mustache ad that speaks to All-Stars in the making.

McGrady, a 6-foot-8 Orlando Magic guard, considers the bone-building calcium found in milk to be one of the secrets to his success. One of the first professional basketball players to make the jump from high school to the NBA, McGrady continued to grow well into his third year in the league.

"It's very important that you drink milk during your early teen years because that's when your bones start to grow," says McGrady. "I drink milk because it keeps my body and my bones strong. It keeps me healthy and fresh on the court."

McGrady's ad reads: "Great for dunking. My friends told me, 'T-Mac, you're gonna be big some day.' Must've been the milk. About 15 % of your height is added as a teen and the calcium and vitamin D can help. Will drinking a cool glass of milk make you the hottest scorer in town? Hey, It couldn't hurt."

"We chose Tracy McGrady for a Milk Mustache ad because his athletic performance showcases how good nutritional choices, like drinking milk, can lead you to All-Star recognition," says Kurt Graetzer, CEO of the "got milk?"/Milk Mustache campaign.

Nine out of 10 teen girls and 7 out of 10 teen boys fail to get the calcium they need during this make-it-or-break-it time to build bone mass. The introduction of flavored milk and grab-and-go containers make it even more convenient for teens to get calcium plus the eight other essential vitamins and nutrients their on-the-go bodies need.

McGrady joins the ranks of NBA stars who have made a slam dunk with a Milk Mustache including Jason Kidd, Kevin Garnett, Dennis Rodman and Patrick Ewing. To view the new Tracy McGrady Milk Mustache ad, log onto www.whymilk.com.