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Dairy Industry Teams Up With NFL

Houston, TX (January 26, 2004) – What do Brett Favre, Priest Holmes and Tom Brady all have in common?

Aside from being National Football League players and role models to millions of children, they've all sported their upper lips with the good-for-you white stuff – milk!

For decades, the American Dairy Association/National Dairy Council (ADA/NDC) has teamed up with individual NFL players and coaches to communicate with kids about the benefits of good nutrition and physical activity. Announced today at a press conference in Houston, the ADA/NDC is now formalizing that relationship with a four-year sponsorship of the NFL.

The ADA/NDC plans to fully leverage the NFL sponsorship through its multi-million dollar integrated marketing communications program that includes retail promotions, advertising, public relations, and a national school program with the NFL. The sponsorship rights include Super Bowl presence, use of league marks, partnerships with team leagues locally and use of player images.

This year, the dairy industry and the NFL will roll out a nationwide school program dedicated to showing kids ages 6 to 14 how good nutrition and physical activity play a role in their growth and development. The program will highlight the health benefits of eating dairy products as part of a balanced diet and provide tips for being more physically active.

These health messages will be delivered via cafeteria promotions and a nutrition education newsletter provided to school staff.

"I hope to get kids excited about taking care of their bodies and to also show them that when they put good energy into their bodies, they get energy out. If I can help them see the benefits of eating right – including milk, cheese and yogurt – and exercising now, maybe they'll use these lessons to grow into healthy adults," said Brett Favre, Green Bay Packers quarterback.

In addition, the ADA/NDC and NFL will collaborate in the development of an after-school nutrition and physical activity program. While the program is still in

development, early testing shows that school officials are excited about the potential impact a program like this could have on children's awareness of and attitudes toward healthy eating habits and exercise.

Paul Rovey, Chairman of Dairy Management, Inc, the marketing and planning organization for the ADA/NDC added, "Kids today are overfed and undernourished. In fact, only 2 percent actually meet the USDA's Food Guide Pyramid recommendations. We believe our NFL sponsorship is a natural fit and one that will be a winning combination for kids."

"The NFL is pleased to welcome the American Dairy Association/National Dairy Council as a sponsor because we embrace the same core values of nutrition, fitness and education," said Cedric Jones, NFL vice president for youth football. "In addition, we're excited to reach kids at school, where teachers, coaches and school foodservice staff can all help reinforce messages of nutrition, exercise and healthy living overall."