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## **Calling All Creative Kids into the Kitchen**

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The call is out for kids to mix it up in the kitchen. The National Dairy Council and Mott's® Apple Sauce are offering kids the chance to win a \$5,000 college scholarship to Mix It With Milk™ 'n Mott's®.

"Just start with a glass of cold milk, add Mott's® Apple Sauce or Mott's Fruitsations® and your favorite mix-ins, shake it up and gulp it down – it's easy and a lot of fun for kids," says Kara Spencer, Associate Product Manager, Mott's® Apple Sauce.

Finding creative inspiration for mix-in ideas is as simple as a quick kitchen scavenger hunt – just open the fridge and dig through the cupboards. Ingredients such as mini-marshmallows, cereal, crumbled cookies or graham crackers, fresh fruit, flavored syrups or ice cream toppings and even powdered drink mixes are delicious and easy ways to flavor white milk.

Health professionals agree that this contest is a great way to get kids interested in being in the kitchen and enhance their creativity. According to Molly Pelzer, registered dietitian with the National Dairy Council, encouraging kids to Mix It With Milk™ 'n Mott's® is nutritious, too.

"By allowing kids to use their senses and creativity to try new food combinations and experiment with fun flavors, they learn how to make something that's both great-tasting and good for them," says Pelzer.

The creative combination of milk and Mott's® Apple Sauce offers the great taste kids love with the nutrients moms demand.

Kids should get at least 800 mg of calcium each day -- the equivalent of at least three glasses of milk. But studies show 70 percent of girls and 60 percent of boys ages 6-11 don't meet their calcium recommendations set by the National Academy of Sciences. In addition, one single-serve container of Mott's® Apple Sauce is nutritionally equivalent to one serving of fruit. The USDA Food Pyramid suggests 2-5 servings of fruit per day.

And, being creative certainly pays off. One lucky grand-prize winner will win a \$5,000 college scholarship, a family trip for four to the Big Apple (New York City) and a year's supply of Mott's Fruitsations®. Three runners-up will each win a \$1,000 savings bond and a year's supply of Mott's Fruitsations®.

For complete contest entry information and rules, visit [www.whymilk.com](http://www.whymilk.com) or send a request via e-mail to [mixitwithmilk@webershandwick.com](mailto:mixitwithmilk@webershandwick.com) or via mail to: Mix It With Milk™ 'n Mott's® Contest, c/o A. Gerlt, Suite 1000, 676 N. St. Clair, Chicago, IL 60611.

To make mixing it with milk even more fun, kids can visit Kid's Club section of [www.whymilk.com](http://www.whymilk.com) for an online party-planning guide. It has everything they'll need to throw a party for their friends, complete with invitations, games, milk mix-in ideas and recipes.