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Galliker Dairy Wins at Third Annual Milk Processor Education Program Award

Awards Recognize Processors for Successful Work in Promoting Local Milk Consumption

PHILADELPHIA (August X, 2009) – Local marketing manager of Galliker Dairy Company, **Susan Tomera Angeletti**, was honored at the third annual Milk Processor Education Program (MilkPEP) Awards in Cleveland Aug. 5, 2009. Taking center stage at the House of Blues during the National Dairy Sales and Marketing Meeting, Angeletti was acknowledged for her work in promoting milk through vending channel expansion

Angeletti led Galliker Dairy in a campaign to boost vending machine sales of milk in the **State College area**. Johnstown-Altoona area. Students who purchased **Galliker's** milk had the opportunity to win a free music download. Milk sales from the vending machine rose 13 percent during the promotion.

“Children and adolescents need more milk more often,” said Angeletti. “Vending machines stocked with great-tasting, nutritious dairy foods like Galliker’s milk make it easier for students to make healthier beverage and snack choices.”

Dairy foods are an important source of nutrients for growing children and teens. In fact, milk is the primary beverage source of several key nutrients in America’s diet – including calcium, potassium, phosphorus, protein, vitamin A, magnesium and zinc.

“Milk is also an excellent source of vitamin D, which works with calcium to build strong bones,” said Karen Plansinis, a registered dietitian for Mid-Atlantic Dairy Association. “Recent studies found 70 percent of children and teens aren’t getting enough vitamin D, which may result in higher blood pressure and lower levels of good cholesterol. I applaud **the Galliker Dairy Company** for its efforts to help our kids be healthy through good nutrition.”

“We were thrilled to see so many shining examples of how to maximize success and drive sales through the use of MilkPEP programs in the 2009 MilkPEP Awards entries,” said Miranda Abney, marketing manager of MilkPEP.

More than 150 entries were received in six categories this year, including: Retail, Grassroots Events, Schools, Hispanic Targeted Promotion, Processor/Producer Coordination, and Channel Expansion. Complete details on the 2009 MilkPEP Awards are available at www.milkpep.org.

Mid-Atlantic Dairy Association is the local planning and management organization funded by dairy farmer checkoff dollars. It works closely with Dairy Management Inc.™ and is responsible for increasing demand for U.S.-produced dairy products on behalf of local dairy farmers. For more information, visit www.dairyspot.com.

The Galliker Dairy Company has been committed to bringing your family the freshest and most nutritious dairy products, iced teas, fruit juices and ice cream for nearly a century.

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