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got milk?

## MILK MUSTACHE MOBILE TOUR VISITS WICHITA IN SEARCH OF AMERICA'S FIRST-EVER "CHIEF HEALTH OFFICER"

*Rewarding One Lucky Mom for Keeping her Family Healthy and Fit With Her Own  
got milk? Milk Mustache Ad*

[Wichita, Kan (May 16)] – Mothers have always had a lot on their plate. From carpool queen to coach, counselor to chef, she's charged with many roles for her family. But with the ongoing concerns over childhood obesity and inadequate nutrition, many moms have taken on another important role, that of **Chief Health Officer**.

As her family's Chief Health Officer, mom is a key player in keeping everyone active and making smart food and beverage choices – including serving lowfat or fat free milk, which offers a mix of essential nutrients. It's a tough job, and like all great executives, her efforts are to be rewarded.

One small change like serving lowfat or fat free milk instead of sugary soft drinks and fruit drinks can make a big difference in the health and weight of children and teens. Studies show that children who drink milk instead of sugar-sweetened drinks tend to be leaner and have better quality diets that are richer in essential nutrients – particularly calcium, which is so vital for growing children.

### Recognizing and Rewarding Wichita Moms

To recognize moms, the nation's milk processors and the Milk Mustache Mobile Tour are joining forces with the American Academy of Pediatrics and the U.S. Department of Agriculture's Project M.O.M. on a cross country search for America's Chief Health Officer.

"Now more than ever before, moms need to lead by example and look for ways to make better choices for themselves and their families," said pediatrician Frank R. Greer, MD, chairman of the AAP Committee on Nutrition. "It's important to help kids stay physically active and offer nutritious foods and beverages, like milk, to avoid unhealthy weight gain and minimize future health risks. Moms are one of the most powerful forces that can influence the weight and eating habits of America's children."

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### Calling for “Mom-inations”

For the first time ever, the famed-Milk Mustache Mobile Tour is hosting the Chief Health Officer Contest which invites local Wichita residents to record a 30-second “mom-ination” video explaining why their mom – or a mom they know – is Wichita’s Chief Health Officer. Wichita’s Chief Health Officer will then have a chance to be crowned America’s Chief Health Officer and receive the chance to appear in her very own Milk Mustache ad, a year supply of milk, a three month membership to Curves International and a year subscription to *Redbook* magazine. And as an added bonus, you can also enter into our Chief Health Officer sweepstakes, which also will reward a mom a \$100,000 salary she “richly” deserves!

“With 22 percent of Wichita’s children overweight or obese, local moms play a significant role in combating this problem, and it all starts with her family at home,” says local Registered Dietitian, Stephanie Cundith. “This is a chance for people to come out and recognize moms for playing the role of ‘Chief Health Officer’ – a job that up to now has so often been overlooked.”

### The Search Continues

The search for America’s Chief Health Officer will continue throughout September 2008, as the Milk Mustache Mobile cruises the country accepting “mom-inations” to give local residents a chance to enter the contest. Contestants may enter the contest at official Milk Mustache Mobile stops, where their entry will be videotaped, or they can upload their own video entry or 50 word essay on [whymilk.com](http://whymilk.com). **All entries must be received by September 30, 2008.**

Also at each event, visitors can:

- Sample lowfat or fat free milk from Borden, Kroger and Hiland Dairy
- Receive exercise tips from representatives of Curves International, the leader in women’s fitness
- Don a Milk Mustache and pose for a souvenir Milk Mustache photo
- Enter the national got milk? Chief Health Officer Sweepstakes which allows mom the opportunity to win a reward she “richly” deserves – a \$100,000 Chief Health Officer salary

To learn more about the Milk Mustache Mobile Tour, “mom-inate” a mom you know as America’s Chief Health Officer or to enter the national Chief Health Officer Sweepstakes, visit [whymilk.com](http://whymilk.com).

**About Milk**

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk processors, who are committed to increasing fluid milk consumption. The MilkPEP Board runs the national Milk Mustache "got milk?" Campaign, a multi-faceted campaign designed to educate consumers about the health benefits of milk. For more information, go to [www.whymilk.com](http://www.whymilk.com). The tagline "got milk?"® was created for the California Milk Processor Board by Goodby Silverstein & Partners and is licensed by the national milk processor and dairy producer groups.

**About Curves**

Curves offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective hydraulic resistance. Curves also offers weight management counseling featuring a breakthrough, scientifically-proven method to raise metabolic rate and end the need for perpetual dieting. Gary Heavin, Curves founder and CEO, is the author of several books including, *The New York Times* best sellers, "Curves: Permanent Results without Permanent Dieting," and "Curves On the Go." With more than 7,500 locations and 3 million members worldwide, Curves is the world's largest fitness center franchise. For more information, please visit [www.curvesinternational.com](http://www.curvesinternational.com).

**About USDA**

The USDA Center for Nutrition Policy and Promotion (CNPP) works to improve the health and well-being of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. CNPP is an agency of the U.S. Department of Agriculture's Food, Nutrition and Consumer Services. Project M.O.M (Mothers & Others & MyPyramid) is a multi-pronged initiative by CNPP aimed at transforming the way the American family eats. It involves government, industry, educators, consumers and the media.

**About AAP**

The American Academy of Pediatrics is an organization of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults.