



News Release

United Dairymen of Idaho

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FOR IMMEDIATE RELEASE

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McDonald's® Celebrates June Dairy Month by Offering Customers Free Milk

Boise, ID, **June** - 2005 – What would June Dairy Month be without cold milk? McDonald's throughout the Treasure Valley and United Dairymen of Idaho (UDI) are celebrating during June by offering McDonald's customers one free milk with the purchase of one milk that now comes in the McDonald's fun Milk Jug packaging. June Dairy Month is a tradition dating back over sixty years. It started in 1937, when grocer organizations sponsored "National Milk Month." By 1939, June became "National Dairy Month," saluting America's dairy farmers and promoting the use of all dairy foods.

"Our June Dairy Month promotion with McDonald's is a perfect way to acknowledge the dedication of America's dairy farmers who produce the wholesome and nutritious dairy products that we enjoy every day," said Leah Clark, Marketing Consultant for UDI.

"Our partnership with McDonald's started last year with the introduction of milk in an easy, grab-n-go container," said Deana Sessions, UDI Administrator, "We know that consumers want foods that are more convenient, and we applaud McDonald's for introducing the new, on the go container."

According to government recommendations, children ages 4-8 need 800 milligrams of calcium a day or the equivalent of three daily servings of milk, cheese or yogurt. Idaho Dairy Council encourages parents to choose milk when ordering at McDonald's for their kids because milk delivers nine essential nutrients, including about a third of their daily calcium needs.

"Dairy foods like milk provide a powerful nutrient package. Milk offers the taste that kids love along with the nutrients that growing bodies need - like calcium for strong bones and protein for energy and muscle development," said Kristen Ritzenthaler, PhD., nutrition consultant for Idaho Dairy Council and member of the American Dietetic Association. "We are excited that McDonald's is doing its part to help kids get on their way to the recommended three servings of dairy each day."

The milk promotion with McDonald's and United Dairymen of Idaho was developed specifically for June Dairy Month 2005. Other events celebrating June Dairy Month include Meridian Dairy Days and the "Cow Wow" contest.

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United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho's dairy farm families.

Idaho Dairy Council is a non-profit nutrition education organization providing science-based materials to health professionals, schools and consumers throughout the state of Idaho.

McDonald's is the world's leading foodservice retailer with more than 30,000 local McDonald's restaurants serving 47 million consumers each day in more than 100 countries. More than 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local businessmen and women.

Visit 3aday.org for all you need to know about Dairy, including more information on milk, great-tasting recipes and to sign up for Get3!, a free e-newsletter offering nutritionist advice and subscriber-only freebies.