



# *News Release*

## *United Dairymen of Idaho*

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*For Immediate Release*

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### **“Three Cheers for 3-A-Day” Challenge Captures Children’s Imaginations**

Boise, ID – Idaho youngsters cheered their hearts out for dairy at the Destination Imagination tournament held in Eagle. First graders through high school kids put their thinking caps on to write cheers touting the benefits of milk, cheese and yogurt.

More than 300 kids participated in the daylong event that featured six different challenges. Teams worked together to write cheers and choreograph routines before executing their enthusiastic chants to familiar school songs, but instead of hollering “go team,” the cheering kids were yelling, “go dairy!”

Top honors for the “Three Cheers for Dairy” challenge went to teams from the Lakeland school district, Seven Oaks Elementary in Eagle and the Idaho Virtual Academy.

United Dairymen of Idaho, on behalf of Idaho’s dairy farm families, provided milk for the kids at lunch and parents and teachers picked up information on the health benefits of three servings each day of milk cheese or yogurt.

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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.*