

For Immediate Release



## **GG GOLDEN GUERNSEY DAIRY® MAKES MILK COOL FOR KIDS WITH MILK ROCKS!™ CONCERT TOUR FEATURING SINGER BRITNEY CHRISTIAN**

Milwaukee, WI (April 14, 2008) - GG Golden Guernsey Dairy® has partnered with Milk Rocks! to bring recording artist Britney Christian to local schools during the week of May 5<sup>th</sup> – 9<sup>th</sup>. During her Wisconsin tour, Christian will be performing at eight schools in the area.

Britney Christian is the official spokesperson for Milk Rocks!, a multifaceted school campaign promoting the benefits of milk as a healthy alternative to sugar-based drinks. Milk Rocks! is a student-focused marketing initiative developed by New York-based MilkMedia, a pioneer in communicating with elementary, middle, and high school students, and Evergreen Packaging, the nation's largest producer of school milk cartons. The campaign stresses the benefits of a healthy, active lifestyle and promotes milk in paperboard packaging.

This high-profile effort to promote a healthy lifestyle among school-age children comes at a time when obesity in teens is at an all-time high. Currently, sugar-based drinks are being replaced with healthier beverages in schools across the country. Research has shown that schools can increase milk sales and consumption by up to 34% by providing colorful and interactive milk cartons, offering a variety of flavors, and incorporating some simple marketing.

Britney Christian's tour is just the latest exciting development for the successful Milk Rocks! campaign. On March 1, 2008, multi-platinum country superstars Rascal Flatts, the CMA-, CMT-, AMA- and People's Choice-Award-winning band, joined up with Milk Rocks! to promote health and nutrition, while giving their fans a chance to win a once-in-a-lifetime opportunity to sing with Rascal Flatts live on stage. Go to [www.milkrocks.com](http://www.milkrocks.com) for more information.

"We have the greatest fans in the world," said Gary LeVox of Rascal Flatts. "So giving our songs back to them, with the opportunity to join the band for a night, is the least we can do to say thanks. And since drinking milk is a big part of keeping our fans energized for our show, we're happy to help Milk Rocks! get their message out there."

Britney Christian is an 18-year-old, Southern California native with a powerful and soulful voice. Her songs have been featured on shows such as *Laguna Beach*, *Ghost Whisperer*, *CSI*, *Guiding Light*, and *Radio Disney*. You'll find her face on millions of Milk Rocks! milk cartons across the nation.

Christian is very pleased to represent a product and cause she believes in. "I'm really excited to be able to promote my music in a healthy way and set a good example for others," she said.

In addition, premier guitar and banjo manufacturer Epiphone™ is a sponsorship partner in the campaign. They provide custom Milk Rocks! electric guitars, which Christian presents to each school, and a Gibson tour bus for the Milk Rocks! concert tours.

Christian's 2008 Wisconsin tour schedule is as follows:

- Monday, May 5                      Park View Middle School, Mukwonago, Wis.
- Tuesday, May 6                     Rome Corners Intermediate School, Oregon, Wis.  
Orchard Ridge Elementary, Madison, Wis.

- Wednesday, May 7 Pilgrim Park Middle School, Elm Grove, Wis.  
Magee Elementary, Genesee Depot, Wis.
- Thursday, May 8 Shorewood Intermediate School, Shorewood, Wis.  
East Troy Middle School, East Troy, Wis.
- Friday, May 9 Audubon Middle School, Milwaukee, Wis.

### **About Milk Rocks!**

Milk Rocks! was launched in September 2007 as a division of New York-based MilkMedia. Milk Rocks!, whose milk carton side-panels, lunchroom posters and fun, kid-friendly materials are table-talk in more than 95,000 elementary, middle and high schools nationwide, spreads the word on health, nutrition and exercise on up to 24 million branded cartons of milk per day, courtesy of its partnership with Evergreen Packaging Group. The Milk Rocks! program has attracted multi-platinum stars Rascal Flatts, *American Idol* star Elliott Yamin, Hilary Duff, Mandy Moore, Aly & AJ and dozens of other artists from many major and independent record labels. These artists direct students to [www.MilkRocks.com](http://www.MilkRocks.com), where they can enter exciting sweepstakes, listen to music, watch videos, download songs and photos, play games and have a chance to brush elbows with their favorite stars. Past and present companies on board with Milk Rocks! include Disney, ABC, Cartoon Network, Warner Brothers, Fox, Hasbro, Cranium, Ubisoft and Vivendi.

### **About Evergreen Packaging Group**

Evergreen Packaging comprises the largest beverage packaging company in North America. A leading supplier of beverage packaging solutions, Evergreen has various locations in North America and around the world. We are dedicated to offering quality products and innovative ideas, such as the Milk Rocks! program.

### **About GG Golden Guernsey Dairy® products**

GG Golden Guernsey Dairy® products are found in retail outlets throughout Wisconsin, northern Illinois and the Twin Cities. The brand is owned by the dairy farmer-members of Foremost Farms USA, a dairy cooperative based in Baraboo, Wis. GG Golden Guernsey Dairy products are produced at the cooperative's Waukesha, Wis., plant.

Media are invited to attend performances – please contact Justin Davis (information below) for details and RSVPs.

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