



AMERICAN DAIRY ASSOCIATION NORTH EAST | PENNSYLVANIA DAIRY PROMOTION PROGRAM



## News From Your Local Dairy Promotion Program

# Sports Marketing Campaigns Reach Youth, Families with Positive Milk Messages

American Dairy Association North East and Pennsylvania Dairy Promotion Program use sports marketing campaigns to promote the health benefits of dairy with Gen Z audiences and families.

This spring, ADA North East President Audrey Donahoe and board member Louie Diamond joined GENYOUth, the organization that helps schools remove barriers to school breakfasts that serve dairy and encourages physical activity, at its Taste of the NFL Draft held in Pittsburgh. ADA North East sponsored student chefs who helped serve food samples at the event, including the buffalo chicken dip served in a parmesan crisp created by the culinary students at Central Westmoreland Career and Technology Center.



ADA North East participated in events at two local schools that received funds from GENYOUth for foodservice equipment – Duquesne Elementary in Pittsburgh and Iroquois Elementary in Erie, Pa. Pennsylvania

Dairy Promotion Program board member Laura Paxton of Grove City, Mercer County, attended the event in Erie.



For the second year, Pennsylvania Dairy Promotion Program is partnering with professional men's soccer team, the Philadelphia Union, to promote dairy with thousands of families and soccer fans.



In May, board member Doug Sattazahn and daughter Audrey of Womelsdorf, Berks County, brought a calf to the game, and on July 25, PA Dairymen's Association will bring its milkshake food truck to the game to bring more attention to dairy. Join us!

Team mascot Phang and Union player Stas Korzeniewski starred in social media video series to promote protein in milk and Refuel with Chocolate Milk.



To learn more about ADA North East and Pennsylvania Dairy Promotion Program sports marketing efforts, visit [www.AmericanDairy.com](http://www.AmericanDairy.com).



### About American Dairy Association North East

American Dairy Association North East (ADA North East), which manages Pennsylvania Dairy Promotion Program, is the dairy farmer-directed organization funded by participating dairy farmer's checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing more than 7,600 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, ADA North East develops and implements local programs to drive milk and dairy sales at retail outlets and in schools. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council. ADA North East works closely with Dairy Management Inc., the national dairy checkoff organization, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region. For more information, visit [www.AmericanDairy.com](http://www.AmericanDairy.com) or call 315.472.9143.

