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 and United Dairymen of Idaho are celebrating during June by offering McDonald's customers one free milk with the purchase of a McDonald's QuarterPounder with Cheese or a Bacon Egg Cheese McGriddle. McDonald's milk, packaged in fun milk jugs that feature Ronald McDonald® surfing on a wave of milk, are single-serve plastic, resealable bottles that are easy for small hands to hold and convenient for families on the go. Choices include lowfat (1 percent) white and chocolate milk.

"Helping kids get nutrition, taste and variety all in one new package is important to America's dairy farmers, and we're proud to be working with McDonald's to help make milk a part of consumers' balanced lifestyle plans," said Deana Sessions, Administrator of United Dairymen of Idaho. McDonald's was the first fast food chain to introduce the easy grab-n-go containers last year.

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."

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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.