



Robert Henry
Superintendent of Schools

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PRESS RELEASE

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June 5, 2003

**MILK MUSTACHE CAMPAIGN SEARCHING FOR
HARTFORD'S "ULTIMATE SOCCER MOM"
got milk? TOUR VISITS NAYLOR ELEMENTARY SCHOOL IN HARTFORD**

The got milk? 3v3 Soccer Shootout Tour is coming to Hartford on June 6th looking for America's Ultimate Soccer Mom. The Ultimate Soccer Mom cheers for her kids from the sidelines, drives them to practice and fuels them with power-packed milk. Now, one lucky mom has the chance to win the "Ultimate" prize package!

got milk? is seeking video "mom-inations" from kids of all ages in Hartford to help find the mom for the top honor. Hartford's Ultimate Soccer Mom will be eligible for the national grand prize that includes:

- A soccer mom training camp with world champion soccer star Joy Fawcett at Disney's Wide World of Sports® Complex
- A Chrysler Town & Country minivan
- A chance to appear in a Milk Mustache ad in a national publication

In addition to the "Ultimate Soccer Mom" contest, students from Naylor Elementary School can also enjoy these FREE activities:

- Receive their very own Milk Mustache photo
- Taste delicious new flavors of milk from Garelick Farms
- Win fun got milk? prizes
- For everyone else in Hartford, contest nominations will be accepted online at www.whymilk.com.

**TO CATCH NAYLOR ELEMENTARY SCHOOL STUDENTS NOMINATING THEIR MOM AND ENJOYING OTHER FREE GOT MILK? ACTIVITIES, STOP BY:
JUNE 6TH FROM 10:30 AM – 12:30 PM AT DR. JAMES H. NAYLOR SCHOOL,
639 FRANKLIN AVENUE, HARTFORD, CONNECTICUT**

(*Media only; closed to general public)

FOR MORE INFORMATION, CONTACT: Jerry Clapis at (860) 695-8516 or
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"Putting the PUBLIC back into Public Education"