

got milk?[®]



October 2011

Dear Educators and Coaches:

America's Milk Processors (the folks who bring you the "got milk?" Milk Mustache campaign) and USA TODAY are pleased to announce the 14th annual "Scholar Athlete Milk Mustache of the Year" (SAMMY) 2011 Award Program.

Again this year, the program has been joined by four education partners: the American Association of School Administrators, the National Association for Sport and Physical Education, the American School Counselor Association and the National School Public Relations Association.

The SAMMY 2011 Award Program recognizes outstanding scholar athletes in grade 12 from high schools throughout the contiguous United States. An athlete from your high school could be one of the 25 winners who will each receive the following:

- A \$7,500 college scholarship from the Milk Processor Education Program
- An invitation for winners, parents and/or guardians to attend a SAMMY 2011 awards weekend at Walt Disney World in Orlando, FL, scheduled for June 2011
- An opportunity to be pictured in a special congratulatory Milk Mustache ad in a June 2011 edition of USA TODAY and other national publications

From now until March 4, 2011 teachers, coaches, principals, guidance counselors, athletic directors, parents and relatives are encouraged to nominate a scholar athlete for the SAMMY 2011 Award. Additionally, all high school seniors are allowed and encouraged to nominate themselves for the SAMMY 2011 Award.

Judging of the nominees will be based on five criteria: academic performance (35%), athletic excellence (35%), leadership (15%), community service (10%) and milk experience essay (5%). Preliminary judging will be conducted by a qualified group of educators and coaches who will select 75 finalists. A panel of celebrity athletes from the Milk Mustache campaign will then choose the 25 winners.

Please note: SAMMY 2011 applications will only be accepted online at bodybymilk.com until March 4, 2011. For official rules visit bodybymilk.com

We thank you in advance for your participation in this exciting program. We look forward to your support and involvement and kindly ask your assistance in generating nominations. Visit bodybymilk.com for more information or email Debbie McMahon at dmcMahon@usatoday.com with questions.

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P.S. Check out the 25 SAMMY 2010 winners included in this package.