

RISE: HIGH SCHOOL STUDENT ATHLETES WHO KNOW THE IMPORTANCE OF STARTING THEIR DAY WITH MILK AT BREAKFAST NOW HAVE THE CHANCE TO START COLLEGE WITH A SCHOLARSHIP.

THE NATIONAL MILK MUSTACHE GOT MILK? CAMPAIGN AND U-S-A TODAY WILL AWARD TWENTY-FIVE MILK DRINKING HIGH SCHOOL SENIORS WHO REPRESENT EXCELLENCE IN ACADEMICS, ATHLETICS, COMMUNITY SERVICE AND LEADERSHIP WHO MAKE THE MOST OF THEIR DAYS BY GRABBING NUTRIENT RICH MILK AT BREAKFAST.

WITH ITS NINE ESSENTIAL NUTRIENTS, MILK HELPS MAKE BREAKFAST MORE COMPLETE. WHETHER IN A GLASS, CUP OR BOWL, IT ENHANCES THE NUTRITIONAL VALUE OF THE MORNING MEAL.

OLYMPIC GOLD MEDALIST DARA TORRES SHARES WITH US HOW SHE TACKLES HER DAY BY INCORPORATING LOWFAT MILK WITH BREAKFAST...

Dara: "I PERSONALLY FEEL LIKE BREAKFAST IS EXTREMELY IMPORTANT TO START YOUR DAY OFF. ONE OF THE THINGS I LOVE TO DO IS HAVE A FRUIT SHAKE WITH MILK IN IT TO MAKE IT NICE AND THICK."

RISE: SCHOLARSHIP WINNERS RECEIVE A SEVENTY-FIVE HUNDRED DOLLAR SCHOLARSHIP, A TRIP TO DISNEY WORLD AND THEIR OWN MILK MUSTACHE AD IN U-S-A TODAY.

ENTRIES ARE DUE MARCH NINETEENTH, TWENTY TWELVE. FOR MORE, VISIT THE MILK MUSTACHE FACEBOOK PAGE.