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**MEDIA RELEASE**



## **SCHOOL MILK FOUNDATION AND PARTNERS KICK OFF SCHOOL YEAR WITH NEW BRAND AND PACKAGING**

**Event unveils new S'milk packaging on World School Milk Day.**

**Sept 28, 2016, St. John's, NL** – There's a new milk in town, thanks to the School Milk Foundation of Newfoundland and Labrador, in partnership with Dairy Farmers of Newfoundland and Labrador, Central Dairies, Scotsburn, and the Government of Newfoundland and Labrador.

Launched on World School Milk Day at Goulds Elementary, the new S'milk branded milk cartons are specially priced and available exclusively throughout schools across the province.

"Milk is an important part of a healthy lifestyle, and a nutritious choice for growing children," says Wayne Simmons, Chair of the School Milk Foundation of Newfoundland and Labrador.

"Newfoundland and Labrador is the only province in Canada with specially-packaged school milk. When you're competing with sports drinks endorsed by superstar athletes, the goal is to present a healthy option like milk as an attractive alternative."

As consumption of sugary beverages continues to rise, the newly branded school milk is part of a larger program to encourage healthy choices and proper eating habits amongst school-aged children in Newfoundland and Labrador. S'milk is being promoted with a poster campaign and in-school programs throughout the year. In addition, the School Milk Foundation also refreshed their logo and developed a new website.

"Dairy Farmers of Newfoundland and Labrador is a proud partner of the School Milk Foundation," says Crosbie Williams, Vice Chair of Dairy Farmers of Newfoundland and Labrador.

"Over the past five years, milk consumption in Newfoundland and Labrador has been stagnant. An investment in our school milk program is an investment in the health of our kids, and the future of our industry, which contributes more than \$125 million to the local economy each year."

The launch event was attended by a host of guest speakers including The Honourable Steve Crocker, Minister of Fisheries, Forestry and Agrifoods from the Government of Newfoundland and Labrador; Mr. Derek Bennett, Parliamentary Secretary to The Honourable Sherry Gambin-Walsh, Minister of the Department of Children, Seniors and Social Development; Mr. Wayne Simmons, Chair of the School Milk Foundation of Newfoundland and Labrador Board of Directors; Mr. Crosbie Williams, Vice-Chair of Dairy Farmers of Newfoundland and Labrador; and Mr. Darrin Pike, CEO/Director of the Newfoundland and Labrador English School District.

The event also included a live performance by Juno Award-winning group The Swinging Belles, a Cow Café, and the premiere screening of an animated video about milk production. The School Milk Foundation and its partners provided free S'milk to students across the province to celebrate World School Milk Day (September 28th).

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## ABOUT US

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The School Milk Foundation of Newfoundland and Labrador is an independent, non-profit organization dedicated to helping school children develop healthy lifestyles and proper eating habits. The program is made possible by its partners: Dairy Farmers of Newfoundland and Labrador, Central Dairies, Scotsburn, and the Government of Newfoundland and Labrador, and is one of the most successful in the country. It currently operates in 241 schools across Newfoundland and Labrador, reaching approximately 95% of the province's students from K-12. For more information, please visit [www.schoolmilk.nl.ca](http://www.schoolmilk.nl.ca).

## MEDIA INQUIRIES

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