



**DAIRY COUNCIL OF UTAH/NEVADA**

Nutrition Education & Research

**UTAH DAIRY COMMISSION**

Promotion

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**FOR IMMEDIATE RELEASE**

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**CHOCOLATE MILK NAMED THE “OFFICIAL BEVERAGE” OF UHSAA:**

SALT LAKE CITY, UT: July 15, 2011

The Dairy Council of UT/NV has partnered with the Utah High School Activities Association to make chocolate milk its “Official Beverage.” The UHSAA sanctions 10 girls and 10 boys sports as well as drama, debate, and music. The organization reaches 138 member schools and over 85,000 participants throughout the state of Utah.

This unique partnership promotes a healthy lifestyle in accordance with the 2010 Dietary Guidelines for Americans and supports the messages associated with the new “MyPlate” concept and MilkPEP’s “Refuel with Chocolate Milk” Campaign. American children consistently fall short in 4 key nutrients including calcium, potassium, vitamin D, and dietary fiber. Chocolate milk contains three of these “gap nutrients,” and offers an ideal combination of carbohydrate and protein for post exercise recovery.

“We are excited about this new relationship,” says the Dairy Council’s Director of Health and Wellness, Kristi Spence MS, RD, CSSD. “As a sport dietitian who has worked closely with high school athletes, I often find that their busy lifestyle means little time for recovery. This ability to offer science-based nutrition advice and product to the student-athletes, parents, coaches, administrators, and fans is an incredible opportunity.”

Educational messages, including the benefits of chocolate milk as a natural recovery beverage, will be promoted at UHSAA Championship events. Chocolate milk from local dairy processors will be provided to support athletes and encourage immediate recovery.

**Related Links and Resources:**

[www.dairycouncilutnv.com](http://www.dairycouncilutnv.com)

[www.refuelwithchocolatemilk.com](http://www.refuelwithchocolatemilk.com)

[www.uhsaa.org](http://www.uhsaa.org)

