



January 2010

Dear Educators and Coaches:

America's Milk Processors (the folks who bring you the "got milk?" and Milk Mustache ads) and USA TODAY are pleased to bring you the 13th annual "Scholar Athlete Milk Mustache of the Year" (SAMMY) 2010 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 2010 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 2010 awards weekend scheduled for June 2010
- An opportunity to be pictured in a special congratulatory Milk Mustache ad in a June 2010 edition of USA TODAY and other national publications

From now until March 5, 2010 teachers, coaches, principals, guidance counselors, athletic directors, parents and relatives are encouraged to nominate a student athlete for the SAMMY 2010 Award. Additionally, all high school seniors are allowed and encouraged to nominate themselves for the SAMMY 2010 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 (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 2010 applications will only be accepted online at bodybymilk.com until March 5, 2010. 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. If you have any questions about the SAMMY program, please visit us at bodybymilk.com

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Milk Processor Education Program

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P.S. Check out the 25 SAMMY 2009 winners included in this package.