



November 2009

**RE: \$7,500 COLLEGE SCHOLARSHIP FOR SENIORS**

Dear High School Athletic Directors:

Do you know an outstanding student playing for one of your athletic teams who is looking for some extra cash for college? America's Milk Processors (the folks who bring you the got milk? Milk Mustache ads) along with USA TODAY are pleased to announce the 12<sup>th</sup> annual "Scholar Athlete Milk Mustache of the Year" (SAMMY) Award program.

The SAMMY scholarship rewards exceptional high school senior student athletes by helping to offset some of the costs associated with college tuition. The unique scholarship educates teens on the importance of making smart choices – like drinking lowfat milk, eating right and being active to stay fit. An athlete from *your* high school could be one of the 25 winners to 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 weekend at the Disney World Complex in Orlando, Fla.
- An opportunity to star in a Milk Mustache ad in USA TODAY

Now through March 6, 2009, athletic directors, coaches, principals, teachers, guidance counselors, parents and relatives are encouraged to nominate a student athlete for the SAMMY 2009 Award. Additionally, *all* high school seniors are invited to apply for the SAMMY 2009 Award.

The SAMMY Awards reward student athletes who demonstrate excellence in *academics, athletics, community service, leadership and include milk as part of their healthy lifestyles*. A panel of celebrity athletes including Andy Roddick, Steve Nash, Mia Hamm, Michelle Kwan and Tony Hawk will help select this year's 25 SAMMY Award winners.

Applications and official rules are available online at [sammy.bodybymilk.com](http://sammy.bodybymilk.com) until March 6, 2009.

Thank you in advance for your participation in this exciting program. We look forward to your support and involvement in generating nominations. If you have any questions about the SAMMY program, please visit us at [sammy.bodybymilk.com](http://sammy.bodybymilk.com).

Sincerely,  
The SAMMY team

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