



**FOR IMMEDIATE RELEASE**

**USA TODAY AND THE NATIONAL MILK MUSTACHE "GOT MILK?" CAMPAIGN ACCEPTING  
NOMINATIONS FOR**

**SCHOLAR ATHLETE MILK MUSTACHE OF THE YEAR (SAMMY)**

**2009 AWARD PROGRAM**

*Deadline for Nominations Extended until March 10th*

McLean, Va. (Feb. 23, 2009) — USA TODAY and the National Milk Mustache "got milk?" Campaign have extended the nomination deadline until March 10th for the 12th annual Scholar Athlete Milk Mustache of the Year (SAMMY) 2009 award program. The SAMMY 2009 award program recognizes outstanding scholar athletes in grade 12 from high schools throughout the contiguous United States.

Twenty five winners will receive: a \$7,500 college scholarship from the Milk Processor Education Program (MilkPEP); an invitation for winners, parents and/or guardians to attend a SAMMY 2009 weekend at the Disney World Complex in Orlando, Fla. scheduled for June 2009; and an opportunity to be pictured in a special congratulatory got milk? Milk Mustache ad in a June 2009 edition of USA TODAY and other national publications.

Judging will be based on five criteria: academic performance (35%), athletic experience (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.

Education partners for the SAMMY 2009 award program include: the American Association of School Administrators, the National Association of Sport and Physical Education, the American School Counselor Association and the National School Public Relations Association.

Teachers, coaches, principals, guidance counselors, athletic directors, parents and relatives are encouraged to nominate a student athlete for the SAMMY 2009 Award. High school seniors are also allowed and encouraged to nominate themselves. For more information or to apply online, log on to [sammy.bodybymilk.com](http://sammy.bodybymilk.com) (only online nominations will be accepted). All nominations must be received by March 10, 2009.

Body By Milk® is part of the National Milk Mustache "got milk?®" Campaign, a multi-faceted education program focused on the health benefits of milk. The campaign is managed by the Milk Processor Education Program (MilkPEP) in Washington, D.C., which is funded by the nation's milk processors, who are committed to increasing fluid milk consumption. Lowe New York is the creative agency for the National Milk Mustache "got milk?®" Campaign.

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day; USA TODAY Sports Weekly, a magazine for enthusiasts of college and professional football and baseball; USA TODAY Mobile, offering up-to-the minute news and information on a variety of mobile platforms and devices; and USA TODAY LIVE, the television arm of the USA TODAY brand that brings the spirit and quality of the newspaper to television.

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