



Contact: Tiasha Stevenson
312-988-2452
tstevenson@webershandwick.com

MILK MUSTACHE ATHLETE “DREAM TEAM” URGES TEENS TO MAKE A DIFFERENCE IN THEIR BODIES, THEIR FITNESS...AND IN THE WORLD AROUND THEM

Deron Williams, Shawn Johnson and Albert Pujols Don the Legendary Milk Mustache to Encourage Teens to ‘Drink Milk for a Change’

WASHINGTON, DC (February 11, 2010) – They may represent completely different sports, but when it comes to the health and fitness of America’s youth, these athletes play on the same team. NBA All-Star and Utah Jazz point guard Deron Williams, gold medal gymnast Shawn Johnson and three-time MVP baseball slugger Albert Pujols are the latest milk-drinking celebs to don the famous Milk Mustache to inspire teens to ‘Drink Milk for a Change.’ They know that drinking milk for a change can help make a difference – for their bodies and their world.

Lowfat milk has an array of nutrients needed for strong bones and lean muscles, and contains the right mix of carbs and protein to help refuel after exercise. Plus, studies suggest being active, eating right and drinking three glasses of fat free or lowfat milk each day may help maintain a healthy weight.

The new “dream team” of athletes are calling on teens to get active, drink milk for a positive change in themselves and make a difference for others. They have teamed up with the “got milk?”[®] Campaign and NBA Cares, the NBA’s social responsibility initiative, to each champion a worthy project that’s close to their hearts and that will help make a positive change in local communities. Teens can help select which project will be completed by voting online at BodyByMilk.com. One lucky teen and three friends will even win the chance to work alongside professional athletes at the winning project.

Williams, Johnson and Pujols, who each will appear in their own “got milk?” print ads, school banners and posters, join the ranks of more than 290 other athletes, actors, models and musicians who have lent their upper lips in support of milk and its health benefits.

“As an athlete, I know that what I do and choose to drink can affect how I look and how well I perform on the court,” said Williams, who was on hand to unveil the new ads and announce the program at the NBA All-Star Jam Session in Dallas, TX, today. “For me, lowfat milk is one of my secret weapons 'cause it's a great source of protein, carbs and nutrients my body needs to be at the top of my game.”

Get Ready to Change the World With Milk

Teens can log on to BodyByMilk.com to view videos of each celebrity Milk Mustache athlete making a case for their respective projects and back their favorite Dream Team member by voting for the project they most want to see NBA Cares complete:

- **“Project REPLENISH”** – Millions of kids nationwide aren't fortunate enough to have safe places to play and exercise. Deron Williams wants to change that one community at a time. That's why he's urging teens to get behind his project to help build an amazing new basketball court in San Antonio, Texas, that will help kids develop healthy exercise habits. San Antonio has one of the highest rates of obesity in the United States.
- **“Project BUILD”** – In northwest and south central Georgia, flooding devastations have forced many families out of their homes. Just like Hurricane Katrina, it's a disaster that shocked and saddened millions of Americans – not least Albert Pujols, who is calling on teens to help him lift one family of flood victims from this region out of homelessness and into a new home built by hand from the ground up.
- **“Project SHINE”** – Shawn Johnson understands the importance of a good education but she knows that many kids aren't as fortunate as her in having the support or resources to provide them with a bright future. That's why she wants teens to back her in helping kids in Detroit, Mich., shine from the inside out by renovating a school or learning center to give them a brighter future. High unemployment in Detroit has prioritized the need for stronger education.

While online, teens can follow in the footsteps of their favorite celebrities and show how they're drinking milk for a change by creating their own Milk Mustache ads...and even share them with their friends on Facebook. What's more, teens can check out the new celebrity ads, plus exclusive behind-the-scenes ad shoot footage and exclusive interviews with the athletes.

Change Your Beverage. Change Your Body. Change Your Performance

Deron, Shawn and Albert know that what they eat and drink can make a difference in their performance and their bodies – and they know the important role that milk can play for active adults and teens, too. Milk is a natural source of high-quality protein, which, when combined with exercise, can help BUILD lean muscle; it also has carbohydrates and fluids to help teens refuel and REPLENISH after exercise; and drinking milk can help teens SHINE thanks to essential nutrients like vitamin A for healthy skin and B vitamins to help convert food to energy. What's more, drinking milk gives teens the calcium, vitamin D and other nutrients they need during the critical bone-building years.

"My athletes know that what you drink can absolutely affect your performance, and milk is a must-have, nutrient-packed drink," said Ruth Carey, MS, RD, team dietitian for the NBA's Portland Trailblazers. Not only is milk naturally nutrient-rich like no other beverage, it tastes great and has the benefit of nutrients athletes need. Plus it's right in your fridge. At about 25 cents per glass, you can't beat that!"

About Body By Milk®

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. For more information, go to www.BodyByMilk.com. Deutsch, A Lowe and Partners Company, is the creative agency for the National Milk Mustache "got milk?"® Campaign.

About The NBA

NBA Cares is the league's social responsibility initiative that builds on the NBA's long tradition of addressing important social issues in the United States and around the world. Through this umbrella program, the NBA, its teams and players have donated more than \$115 million to charity, provided more than one million hours of hands-on service to communities around the world, and created more than 440 places where kids and families can live, learn or play. NBA Cares works with internationally recognized youth-serving programs that support education, youth and family development, and health-related causes, including: KaBOOM!, Special Olympics, Boys and Girls Clubs of America, UNICEF, the Make-A-Wish Foundation, and the Global Business Coalition on HIV/AIDS, Malaria and Tuberculosis.

###