



*For Immediate Release*

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## **GOT MILK? HONORS AbilityFirst LONG BEACH ORGANIZATION Recognized for Contributions to the Golden State**

**San Clemente, CA, November 12, 2013** – In 1993, Americans first witnessed what is now one of the country’s most highly recalled and beloved ad campaigns, “got milk?”. Two decades later, the brand and its creator, the California Milk Processor Board (CMPB), are still going strong. It’s taken tireless work from Californians and local communities to make this milestone – and everything got milk? stands for - possible. From hundreds of regional events where the brand has participated and through its numerous ad campaigns since 1993, got milk? has touched and been touched by millions of consumers across the Golden State. To celebrate the brand’s 20 year anniversary and history of community service, the CMPB announced today that local AbilityFirst Long Beach Center was among its 20 exemplary winners of the CMPB’s commemorative anniversary program, the got milk? 20 Awards.

“We are honored to be selected by the California Milk Processor Board, which shares our commitment to health, wellness and education for children and adults with physical and developmental disabilities,” said AbilityFirst Director Barbara Schlosser.

AbilityFirst was among the 20 winners chosen through a nomination process held among all California milk processors and their related agencies. Over 80 inspiring leaders were nominated across the state. Candidates were judged on the nature of their work, their contributions to improving the quality of life of others and overall effectiveness in their service area. In addition to receiving a commemorative got milk? 20 Award, the CMPB will also present each winner with a \$1,000 cash prize.

“The got milk? 20 Awards are CMPB’s way of thanking leaders such as AbilityFirst that improve the lives of others through service,” said Steve James, Executive Director of the CMPB. “There is no better way to celebrate our milestone anniversary than by saluting AbilityFirst and 19 other positive role models for their untiring work in their communities.”

The complete list of got milk? 20 Award winners include (listed by key markets):

- **Bay Area:** Reading Partners, Oakland; Resource Area for Teaching, San Jose; North Bay Dairy Women, Petaluma
- **Sacramento:** Runnin’ for Rhett, Elk Grove and Senior Gleaners, Sacramento

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- **Fresno:** Care Fresno Teen Leadership Program, Reading and Beyond and Women, Infants and Children (WIC) Breastfeeding Resources Program
- **Bakersfield:** Reach for Greatness Mentoring Program
- **Los Angeles:** Ability First, Long Beach; Kids Enjoy Exercise Now (KEEN), Los Angeles; El Monte Unified High School District Food Services Department; InnerCity Struggle, East Los Angeles; Duke Welliver & the Peaceful Warrior Martial Arts Academy, San Clemente; Christmas in the Classroom, Fontana and Champions for Change – Desert Sierra Program, Riverside/San Bernardino/Palm Springs.
- **San Diego:** Miracle Babies, La Maestra Community Health Group, Child Nutrition Services at Vista Unified School District and San Marcos Unified School District's Child Nutrition Services Department.

All got milk? 20 Award winners will be presented their recognition and prize during ceremonies to be held in key markets in November. To learn more, visit [www.gotmilk.com](http://www.gotmilk.com) as well as Facebook and Twitter, which will feature a winner and its community work daily throughout the month.

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### **About the CMPB**

The California Milk Processor Board was established in 1993 to make milk more competitive and increase milk consumption in California. Awareness of got milk? is over 90% nationally and it is considered one of the most important and successful campaigns in history. Got milk? is a federally registered trademark that has been licensed by the national dairy boards since 1995. The CMPB's Spanish-language campaign began in 1994 using the tagline "Familia, Amor y Leche" (Family, Love and Milk). The TOMA LECHE (Drink Milk) campaign replaced it in 2006, following a growing trend in Hispanic food advertising that uses wit and humor to reach audiences. Got milk? gifts and recipes can be viewed at [www.gotmilk.com](http://www.gotmilk.com) and [www.tomaleche.com](http://www.tomaleche.com). The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture.