Pointers For Parents

Reading, Writing And Flavored Milk

(NAPSA)—One of the most important lessons to teach children—one that's reinforced at home, rather than in the classroom—is that a well-balanced diet, particularly one that includes milk on a regular basis, is an essential ingredient for school success.

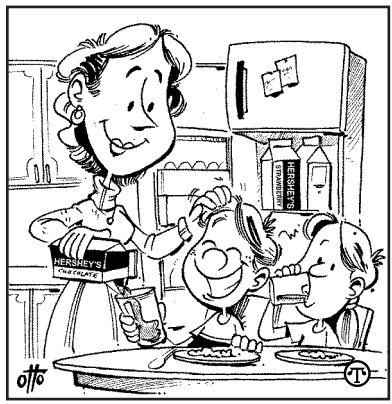
Calcium is the single nutrient most likely to be missing from the American diet, and the government has identified low calcium intake as one of the priority nutritional problems in the United States, according to the National Institutes of Health.

Start your child's day off right with a healthy breakfast!

In order to reduce health risks associated with low calcium intake, children should get into the routine of eating a nutritious breakfast, the most important meal of the day. Research from *The American Journal of Clinical Nutrition* suggests that not having breakfast can affect children's intellectual performance, making the simple act of drinking a glass of milk worthwhile in the development of strong bones and healthy teeth. By consuming enough calcium now, kids can lower their risk of developing osteoporosis and fragile bones later in life.

Kids enjoy fun foods that taste great. So why not include flavored milk with breakfast? Strawberry and chocolate milks are very popular with kids and provide higher calcium and eight essential nutrients needed to optimize calcium intake, such as vitamin D and protein.

A recent study from the University of Vermont indicates that children (ages 5 to 11) and adolescents (ages 12 to 17) who drink flavored milk, despite the perception that flavored milk is not a healthy option, do not intake any more sugars and total fat than if they drink regular milk.



Flavored milk is a delicious, nutritious way for children to get their daily calcium.

"In an effort to address low calcium intake, Morningstar Foods offers consumers a solution—Hershey's Milk with 67 percent more calcium than regular milk," said Toby Purdy, senior vice president of marketing for Morningstar Foods. "Hershey's MilkShakes are also a fun way for moms to serve up a good source of calcium."

Wherever you are, grab a milk and go!

Hershey's milkshakes, reduced-fat chocolate and strawberry milks, fat-free chocolate milk are available in resealable, single-serve plastic bottles, for easy, on-the-go access.

To drink up more information about these products, visit www.hersheysmilk.com.