

Shining Stars



District: Cheshire Public Schools-Highland Elementary

Food Service Director: Madeleine Diker

Food Service Manager: Sue Zentek

Date: March 30, 2006

EVENT: 5-3-1- Promotion: Guida's Super Cow and Papaya Sampling

PURPOSE: The purpose of the Super Cow's visit was to get the children to associate positive feelings and feeling "cool" with drinking milk. The test tasting promoted trying a new exotic fruit.

OUTCOME: Students at Highland Elementary School were greeted at selected lunch periods by Guida's Super Cow. The enthusiastic reaction of the students to our visitor was overwhelming. For the first five minutes the cheers and hugs were wild! He was treated like the true celebrity he is. Super Cow helped to increase awareness of the importance of drinking milk and eating dairy products, a key component of 5-3-1. The Cheshire Herald was present during our healthy promotion and an article will be featured in this Thursday's paper. Lucky tray winners posed with Super Cow and received "Got Milk?" pencils. In addition, students were offered a sampling of papaya. This was the first time students have ever been served this fruit and the majority loved it. This taste testing helped to promote fruit consumption, a key component of the 5-3-1 message. Past lucky tray winners received coupons for free bowling at a local bowling alley to promote physical activity. Overall, the 5-3-1 Promotion has been a rousing success!

