

SCHOLAR ATHLETE MILK MUSTACHE OF THE YEAR

(SAMMY)

America's Milk Processors (the folks who bring you the "got milk?" and Milk Mustache ads) and USA TODAY are pleased to bring you the 14th annual "Scholar Athlete Milk Mustache of the Year" (SAMMY) 2012 Award Program.

Again this year, the program has been joined by four education partners: The American Association of School Administrators, the National Association for Sport and Physical Education, the American School Counselor Association and The National School Public Relations Association.

The SAMMY 2012 Award Program recognizes outstanding scholar athletes in grade 12 from high schools throughout the contiguous United States. An athlete from your high school could be one of the 25 winners who will each receive the following:

- A \$7,500 college scholarship from the Milk Processor Education Program**
- An invitation for winners, parents and/or guardians to attend a SAMMY 2012 awards weekend scheduled for June 2012**
- An opportunity to be pictured in a special congratulatory Milk Mustache ad in a June 2012 edition of USA TODAY and other national publications**

From now until March 9, 2012 teachers, coaches, principals, guidance counselors, athletic directors, parents and relatives are encouraged to nominate a student athlete for the SAMMY 2012 Award. Additionally,

all high school seniors are allowed and encouraged to nominate themselves for the SAMMY 2012 Award.

Judging of the nominees will be based on five criteria; academic performance (35%), athletic excellence (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 7 finalists. A panel of celebrity athletes from the Milk Mustache campaign will then choose the 25 winners.

Please note: SAMMY 2012 applications will only be accepted online at <https://www.sammyapplication.com>. All material must be RECEIVED by the deadline at 11:59:59 PM (EST) on March 9, 2012, NO EXCEPTIONS.

Sample of the rules and application are available in the scholarship binder under S.