

PRESS RELEASE

Contact:

Ben D'Angelo, Marketing Communications Coordinator

American Dairy Association Mideast

(614) 890-8065

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SHERWOOD ELEMENTARY STUDENT WINS BENGALS BROADCASTER COMPETITION

Nine Cincinnati area children curious to know what it's like to be a sports broadcaster for the Cincinnati Bengals had that opportunity on Monday, Nov. 26. In front of the lights and cameras of the media center inside Paul Brown Stadium, the contestants tested their skills for a panel of three judges:

- T.J. Houshmandzadeh, Wide Receiver for the Cincinnati Bengals
- Brad Johansen, Bengals radio play-by-play announcer
- Mike Sieminski, Media Spokesperson for the American Dairy Association Mideast

The 3-A-Day of Dairy/Bengals Jr. Broadcaster Competition offered each child a realistic simulation of an actual sportscast, reading from the teleprompter a script they had practiced over the Thanksgiving holiday.

Michael Seibert of Sherwood Elementary in Cincinnati was the grand prize winner of 4 VIP tickets to the Dec. 9 game that will feature his winning audition on the stadium's video board.

Monday night offered a once in a lifetime experience for the contestants, who ranged in age from 9-11 years. In addition to a taste of sports broadcasting, they were giving a behind the scenes tour of Paul Brown Stadium and the opportunity to meet T.J. Houshmandzadeh.

While there was only one grand prize winner, Houshmandzadeh was so impressed by the courage and talent of all contestants that he offered to personally purchase two tickets for every child who participated that evening.

The American Dairy Association Mideast teams up with the National Football League to promote physical activity and healthy eating, which includes three servings of dairy each day for stronger bones and healthier bodies.

Parents of children interested in the JR Broadcaster competition completed an entry form that they received from their school, drink-milk.com, or from Kroger with a purchase of milk, cheese, or yogurt- a promotion designed to encourage healthy eating. Of these entrants, contestants were chosen at random.

All player participation arranged by PLAYERS INC, the licensing and marketing subsidiary of the NFL Players Association.