**Title: Sipping to World School Milk Day**

**Subtitle: Fonterra Milk for Schools behind global dairy celebration**

The morning of Wednesday, September 24th was a noisy one for many New Zealand primary schools. In what was called The Big Slurp, more than 170,000 school children were invited by the Fonterra Milk for Schools team to sip their milk packs in unison to celebrate World School Milk Day.

Our Fonterra Milk for Schools team provided educational activity packs to schools taking part in the day to help children understand where milk comes from and the part it plays in good nutrition.

In-schools Programme Manager Louise Aitken was pleased with the number of schools who got on board to celebrate. “World School Milk Day is all about raising awareness of the importance of school milk programmes and the benefits of dairy nutrition on the health and wellbeing of our kids,” Louise tells us.

“We’ve had great feedback from schools that were proud to be part of the day and received photos and videos showing us how they did The Big Slurp.

The activity generated positive regional and community media coverage around the country and social media coverage was popular, reaching more than 11,000 people online, without any additional spend.

Hundreds of photos were sent to the Fonterra Milk for Schools team, and have been shared on the programme’s website here (https://www.fonterramilkforschools.com/).

New Zealand children were the first in the world to celebrate World School Milk Day, joined through the day by 65 million children from more than 60 countries where milk in school programmes operate.