



**For Immediate Release**

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## **WHITE GOLD MAKES HIS BIG SCREEN DEBUT**

### **Trailer of White Gold Rock Opera Appears in 200 Movie Theaters Across California**

Nov. 20, 2009, San Clemente, Calif. – White Gold™ - the ragged musician turned rock god thanks to the transformational powers of milk – makes his film debut in 200 movie theaters across the Golden State. With a movie trailer, White Gold promotes his very own 20-minute online rock opera, *Battle for Milkquarious* ([www.milkquarious.com](http://www.milkquarious.com)). It also encourages teenagers to participate in *White Gold's Milkdonkulous Giveaway*, where young people could win a total of \$50,000 for their California public high schools' arts, drama and music programs. White Gold's big screen debut is the latest addition to the teen-focused advertising campaign by the California Milk Processor Board (CMPB), the creator of GOT MILK?

"Teens love hanging out at movie theaters, especially on weekends," says Steve James, executive director of CMPB. "That's why it is such a natural fit to promote the rock opera and the contest at movie theaters. Teens can learn about the health benefits of milk for strong teeth, hair and nails through the rock opera, but also have the opportunity to win money for their schools whose budgets have been significantly cut over the last year."

The one-minute, 20-second rock opera trailer will appear right before the main film attraction in National CineMedia (NCM)'s FirstLook pre-feature program at 200 AMC Entertainment Inc., Cinemark Holdings, Inc. and Regal Entertainment Group theaters throughout Los Angeles, San Francisco, Sacramento, San Diego, Fresno, Santa Barbara, Monterey-Salinas, Bakersfield, Chico and Palm Springs from Nov. 20 to Dec. 17, 2009. The trailer describes the rock opera *Battle for Milkquarious* and White Gold's quest to save his girlfriend Strawberry Summers and his hometown of Milkquarious from a potentially deadly milk shortage.

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The second half of the spot features White Gold talking directly to teenagers to enter *White Gold's Milkdonkulous Giveaway*. Students, ages 14 to 18, who attend California public high schools have until Dec. 20, 2009 to recreate one of the scenes from the rock opera and submit their video entries online to [www.milkquarrious.com](http://www.milkquarrious.com). A panel of judges will select nine semifinal entries, with the tenth semifinal entry being named "people's choice" by popular vote online. The grand prize winner will also be chosen online by popular vote on or about Jan. 25, 2010. The winner will receive \$20,000 for their school's arts program. Ten thousand dollars will go to the second place school, and eight runners-up will each receive \$2,500 in funding.

Arts, music and drama programs are routinely the first programs to be drastically reduced or eliminated in times of economic crisis. Yet according to *Critical Evidence: How the Arts Benefit Student Achievement*, students who take arts classes have higher math and verbal SAT scores than students who take no arts classes.

For more information on the rock opera, visit [www.milkquarrious.com](http://www.milkquarrious.com).

### **About the CMPB**

The California Milk Processor Board was established in 1993 to make milk more competitive and increase milk consumption in California. Awareness of GOT MILK? is over 90% nationally and it is considered one of the most important and successful campaigns in history. GOT MILK? is a federally registered trademark that has been licensed by the national dairy boards since 1995. The CMPB's Spanish-language campaign began in 1994 using the tagline "Familia, Amor y Leche" (Family, Love and Milk). The TOMA LECHE (Drink Milk) campaign replaced it in 2006, following a growing trend in Hispanic food advertising that uses wit and humor to reach audiences. GOT MILK? gifts and recipes can be viewed at [www.gotmilk.com](http://www.gotmilk.com) and [www.tomaleche.com](http://www.tomaleche.com). The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture.

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