



World Sports Humanitarian Hall of Fame

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Honorary Chair

George H.W. Bush, 41st President of the United States

NEWS RELEASE

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United Dairymen of Idaho sponsor World Sports Humanitarian Hall of Fame's Hometown Heroes Lunch for Kids

Olympic gold medalist Kristin Armstrong among over 20 Boise athletes and public service heroes to speak

BOISE, Idaho – The United Dairymen of Idaho will sponsor the World Sports Humanitarian Hall of Fame's 14th annual *Hometown Heroes Lunch for Kids* at the 2008 Roady's Humanitarian Bowl.

As title sponsor of the now *Idaho's Dairy Farm Families Hometown Heroes Lunch for Kids*, the United Dairymen of Idaho will take the lead position among local businesses in underwriting costs for the 2008 event. The trade group will also provide donated dairy products including white and chocolate milk and fruit yogurt parfaits along with nutrition educational materials for youth attending the event in Boise, Idaho.

"The *Hometown Heroes Lunch for Kids* is a natural fit for United Dairymen of Idaho to work with local partners that help promote the importance of including low fat and fat free milk and milk products as part of a healthy lifestyle," said Cheri Storey of the United Dairymen of Idaho. "We are proud to team up with local partners who share our goal of improving the lives of our children through good nutrition and physical activity."

Along with a free nutritious lunch that includes Idaho dairy products and free bowl game tickets, the event includes inspirational talks from over 20 Boise sports stars and heroes from the U.S. Airforce, Idaho Air Guard and other public services agencies. Over 400 kids, ages 8 – 14, from ten local youth groups are expected to attend.

The lunch program includes inspirational talks by U.S. Olympic gold medalist Kristin Armstrong, former Pittsburgh Pirates pitcher Logan Easley, Boise State offensive tackle Andrew Woodruff, Boise State basketball's Anthony Thomas and Jessica Thompson, Boise Burn's Casey Allen, Idaho Steelheads defenseman Darrell Hay, Boise Hawks general manager Todd Rahr, Idaho Stampede coach Bryan Gates and pilots Major Ki Jackson of the U.S. Airforce and Lieutenant Andrew Labrum of the Idaho Air Guard. The Maryland and Nevada marching bands will also perform.

"Chocolate milk is my secret weapon!" said Armstrong, a gold medalist at the Beijing Olympic Games and the event's keynote speaker. "The protein helps me maintain healthy muscles and

the carbohydrates help refuel my muscles after I exercise. This, combined with milk's vitamins and minerals, is important for my overall health."

Research shows that most of us are eating only half the recommended three servings of dairy each day - that means we need the calcium and other essential nutrients dairy provides for stronger bones and better bodies.

Whether you are concerned about fitness or general health, you will perform and look better with three servings of milk, cheese or yogurt each day. Dairy products are the best way to ensure healthier, happier lifestyles. More information is available at 3aday.org.

The event gets underway at 11:30 a.m. MST, Tues. Dec. 30 at the Boise State University Student Union Building's Jordan Ballroom. The Roady's Humanitarian Bowl kicks off at 2:30 p.m. MST at Bronco Stadium on the Boise State University campus. The game is televised live on ESPN.

About the United Dairymen of Idaho

United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho's dairy farm families

About The World Sports Humanitarian Hall of Fame

The World Sports Humanitarian Hall of Fame (www.SportsHumanitarian.com), located on the Boise State University campus in Idaho, recognizes individuals and organizations from the world of amateur and professional athletics who, through their humanitarian efforts, distinguish themselves as role models in the community. Over 40 sports-humanitarians have been enshrined in Boise including tennis great Arthur Ashe, Major League Baseball pioneer Jackie Robinson, NFL coaching legend Tom Landry, the NBA's David Robinson, soccer great Pelé and the Harlem Globetrotters.

The Hall was the inspiration behind Boise's Humanitarian Bowl and its Humanitarian Awards program annually recognizes exceptional community-focused organizations and leaders from Major League Baseball, National Basketball Association, National Football League, National Hockey League, Major League Soccer, NASCAR, NCAA College Football and other organizations. The World Sports Humanitarian Hall of Fame is a 501(c)(3) non-profit organization and is open weekdays to visitors and humanitarians of all ages.

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National Humanitarian Awards

USA Weekend Most Caring Youth Coach Award
Nell & John Wooden Lifetime Coaching Achievement Award
Tradition of Excellence Award in cooperation with the Heisman Trophy Trust
Pro Team Community Award
Founder's Award