

## **Vending Success Stories**

### **Students score big with 'Press Your Luck' promotion**

Stephanie Fischer, then an eighth grade student at Log College Middle School in Warminster, Pa., was the lucky recipient of a \$100 sporting goods store gift certificate thanks to the recent May 2004 promotion "Press Your Luck" with milk vending promotion held at her school.

For several weeks, Log College Middle School conducted a giveaway program through its milk vending machines to promote drinking milk. The plastic, single-serve milk bottles were randomly tagged with different prizes. Many students won "got milk?" light-up pens and book store gift certificates.

Stephanie was the grand-prize winner and is shown receiving her award from Rose Woerz, the cafeteria manager, and Dan Julius, the assistant principal at Log College Middle School.

*Courtesy of Mid-Atlantic Dairy Council*