



Nevada Interscholastic Activities Association
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September 7, 2011

FOR IMMEDIATE RELEASE

The Nevada Interscholastic Activities Association (NIAA), the (501c3) non-profit governing body of high school athletics in the Silver State, and the Dairy Council of Utah-Nevada have entered in to a partnership agreement whereby “low-fat chocolate milk” is the “official beverage of the NIAA.”

“The Dairy Council of Nevada is excited to be a part of high school athletics,” said Libby Lovig, Vice-President of the Council. “Low-fat chocolate milk has been shown to be the best refuel beverage available. It has proteins, carbohydrates and electrolytes in an ideal combination, and it tastes great.”

The NIAA – Dairy Council message will be for student-athletes to “Refuel” with low-fat chocolate milk.

“Independent research and study have shown that consuming low-fat chocolate milk soon after the completion of training and/or competing supplies the body’s system with the appropriate things it needs to maximize recovery and thus prepare it for the next exertion,” said Donnie Nelson, Assistant Director with the NIAA. “Low-fat chocolate milk is not meant to be an in-activity support beverage as that is best left up to the Gatorades of the fitness market. It is, however, meant to speed a full recovery by supplying the skeletal and muscular structures with the ingredients they crave most.”

“While the specialty electrolyte-replenishing beverages have the ingredients needed to help sustain maximized performance, the inherent values (nutrients, vitamins and minerals) of milk -- and low-fat chocolate milk in particular -- have been proven scientifically to be the best source of a recovery aid for active bodies,” Nelson concluded.

Model Dairy of Northern Nevada and Anderson Dairy of Southern Nevada will be supplying individual-sized portions of low-fat chocolate milk at select region and state championship events beginning with post-season cross country meets this fall.

“We have a great partnership with our processors who have agreed to provide low-fat chocolate milk for the student-athletes,” Lovig said. “I would like to thank Model Dairy and Anderson Dairy for their support of this project. This is an exciting opportunity to provide a great, nutrient-rich product to some great kids at some great events.”

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A 2009 study conducted by dietitians and published in the International Journal of Sport Nutrition and Exercise Metabolism (Journal) countered the notion that high-tech, expensive supplements were better than whole foods when it came to athletic performance recovery. The Journal’s study found that drinking low-fat chocolate milk within 30 minutes of intense exercise helped to maximize the immediate replacement of glycogen storage levels, the muscles’ source of fuel. Lean muscle was proven to recover more efficiently thanks to milk’s calcium, potassium, magnesium and vitamin D levels.

Another 2009 study conducted from James Madison University and presented at the American College of Sports Medicine’s annual meeting went so far as to say that milk was just as effective as some commercial sports drinks with regards to rehydration. The study paralleled other research that demonstrated how milk helped to foster better body composition in the form of lean muscle building and general fat eliminating.

“We are sincerely appreciative of the Nevada Dairy Council for its assistance, cooperation and support of Nevada’s high school athletes,” said Eddie Bonine, Executive Director of the NIAA. “Milk is familiar, affordable and delicious. Low-fat chocolate milk has been proven to be more effective as a post-exercise beverage than other mainstream or isotonic sports drinks.”

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For more information about the NIAA and/or its partnership with the Dairy Council of Utah-Nevada, please contact Donnie Nelson, Assistant Director, at (775) 453-1012 or donnien@niaa.com.

For more information about the Dairy Council of Nevada, please contact Libby Lovig, Vice-President, at (775) 674-4015 or libby@dairycouncilutnv.com.