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Milk life's Strength Ambassador, Jorge Narvaez, Supported The Somos Fuertes Campaign With A Musical Experience And Donation To A Los Angeles YMCA

Narvaez helped kick off Father's Day by encouraging Latino dads to be their families' own Strength Ambassadors by drinking milk in the morning to help power their days.

Los Angeles, CA, June 16, 2015 – The milk life *Somos Fuertes* campaign is rallying Hispanics across the country and encouraging families everywhere to start their mornings with a glass of milk, as it helps provide energy you need to power your day.

Milk life *Lo Que Nos Hace Fuertes* has named Jorge Narvaez, a dad, YouTube phenomenon, musician and reality changer as the latest Strength Ambassador and rallied Hispanics in Los Angeles to live strong with milk. Jorge hosted a special acoustic performance and music clinic at the Gardena-Carson YMCA as well as shared his story on how milk, with its 9 essential nutrients including high-quality protein, helps give him the strength he needs for his daily activities!

As part of the *Somos Fuertes* program, the milk life *Lo Que Nos Hace Fuertes* campaign partnered with the Gardena-Carson Family YMCA and donated \$5,000 to help Hispanic families lead strong lives with milk. This program, designed to remind Hispanic families about the importance of starting every day strong with a nutritious breakfast that includes milk, provided its members with a fun-filled day of music and fun!

“My daughters not only look up to me when it comes to the fun stuff like singing and making videos, but they're also starting to take notice on what I'm eating and the decisions I'm making to live active and strong. This is why I have a nutritious breakfast that includes milk to set that example for them,” said Narvaez. “I encourage dads everywhere to do the same and be their family's own strength ambassador!” he added.

For more information, please visit www.FuertesconLeche.com. There, you'll find *Somos Fuertes* videos from Jorge and our other strength ambassadors, recipes, tips, and much more on the importance of starting each and every day with a nutritious breakfast that includes milk for a good source of high quality protein.

About the milk life campaign

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk companies, who are committed to increasing fluid milk consumption. The MilkPEP Board runs the milk life campaign, a multi-faceted campaign designed to educate consumers about the powerful nutritional benefits of milk – with 9 essential nutrients, including high-quality protein, in each 8 ounce glass. For more information, go to www.milklife.com. Lowe Campbell Ewald is creative agency for the milk life campaign – from America's milk companies. Commonground/MGS is the agency for the milk life *Lo Que Nos Hace Fuertes* campaign.

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