

BONES LOVE MILK™

FACT SHEET

BONES LOVE MILK

Bones Love Milk was launched in 2016 by the California Milk Processor Board (CMPB) as a socially driven grassroots program designed to deliver milk and its benefits to California teens and tweens. The effort stems from research that found that pre-teens are more likely than any other age group to ditch milk in favor of trendier energy drinks or flavored water.

To try and get kids to keep drinking milk throughout their teenage years, Bones Love Milk aligns milk with skateboarding - an activity that puts a lot of stress on participants' bodies and bones and a sport that was born in California, a state that is home to over 1.6 million skateboarders, 70% of which are under eighteen years old. With an effort dedicated to visiting skateboarding events, handing out custom skateboards, hosting trick contests and giving out samples, the hope is that teens and tweens will start viewing milk as a healthy drink that can help them strengthen their bones instead of a just a beverage that's doled out to them by their parents.

THE BENEFITS OF MILK

Milk offers a range of health benefits, backed by decades of research and study. Milk contains natural high-quality calcium and protein that helps build and maintain bone strength and has been found to boost muscle growth and support healthy weight. Research suggests far-reaching health benefits of milk – ranging from “reduced risk of cardiovascular disease and type 2 diabetes, and with lower blood pressure in adults,” according to ChooseMyPlate.gov. Milk and milk products are valuable foods that nourish people around the world and play a valuable role in global public health.

BONES LOVE MILK SKATE TEAM

The official 2019 Bones Love Milk Skate Team features some of the sport's best: Christian Hosoi, Tom Asta, Chris Cole, Cordano Russell and Bryce Wettstein. Bones Love Milk is a proud sponsor of California skate events including the Transworld Come Up Tour, The Dew Tour and Exposure Skate event.

BONES LOVE MILK SHREDQUARTERS

Located in the heart of Huntington Beach, California, the Bones Love Milk Shredquarters' indoor, pop-up skate-park experience will be open to the public from 11am-5pm daily, July 27 - August 4. The event will feature open skate sessions (safety equipment and boards provided) as well as a variety of other skate events including:

SPECIAL EVENT PROGRAMMING SCHEDULE

Saturday, July 27 - Sunday July 28 (11:00am-5:00pm):

Open Skate, Skate Gallery and Streaming of the Street League Tournament

Monday, July 29 (1:30pm-4:00pm):

Pro Jam - Meet the Bones Love Milk Skate Team and watch them shred the skate park. With appearances by Chris Cole, Christian Hosoi, Tom Asta, and Cordano Russell.

Tuesday, July 30 - Thursday, August 1 (11:00am-5:00pm):
Open Skate and Skate Gallery

Friday, August 2 (12:00pm-3:00pm):

Custom Kicks - Design your own pair of custom Vans with the help of world famous skate boarder-turned artist, Steve Caballero. Canvas Vans will be provided in limited quantities.

Saturday, August 3 (11:00am-5:00pm):

Chop It Like It's Hot - Complimentary cuts and shape ups by the one and only, Eagle & Pig barber shop.

Sunday, August 4 (11:00am-5:00pm):

Closing Party - Celebrate the last day of the Bones Love Milk Shredquarters and watch a live stream of the US Open of Surf Finals with jams provided by DJ Ka3rina.

Ongoing Installations throughout the exhibit:

Live mural painting by Thomas Fernandez
Skate photo gallery
Half pipe and street course by OC Ramps
Seasoned skate coaches

For more information visit www.boneslovemilk.com and follow @BonesLoveMilk on Instagram.

*Events are subject to change and will be updated on www.boneslovemilk.com

ABOUT THE CALIFORNIA MILK PROCESSOR BOARD

Since 1993, the California Milk Processor Board (CMPB), creator of the famous got milk? campaign, has been committed to increasing milk consumption throughout California. Its latest initiative, Bones Love Milk, is dedicated to educating youth on the real benefits of milk as “nature’s energy drink” in an unconventional way, showcasing how milk is a true nutrient powerhouse, delivering strong bones, energy, hydration and muscle recovery. The CMPB is funded by all California milk processors and administered by the California Department of Food and Agriculture. The got milk? trademark is a federally registered trademark and service mark. For more information, visit www.gotmilk.com.

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