

**CONTACT:**

Janessi Trillas  
786.433.4098

[janessi.trillas@swayPR.com](mailto:janessi.trillas@swayPR.com)

**MILK LIFE'S STRENGTH AMBASSADORS, INCLUDING CRISTIAN DE LA FUENTE AND GIORGIO RAPICAVOLI, HELP KICK-OFF THE SOMOS FUERTES CAMPAIGN WITH A RALLY AND DONATION TO MIAMI YMCA**

***Latinos everywhere can enter to be our next Strength Ambassador at [FuertesconLeche.com](http://FuertesconLeche.com) and have a chance to win free milk for a year and other prizes***

**Miami, FL, March 2, 2015** – The milk life *Somos Fuertes* campaign is rallying Hispanics across the country and encouraging families everywhere to show us ‘why they need strength’ via our *Somos Fuertes* contest on [www.FuertesconLeche.com](http://www.FuertesconLeche.com). The campaign is also donating \$5,000 to the Miami YMCA to help facilitate strength within the Hispanic community. On our search to find our strength ambassadors, milk life *Lo Que Nos Hace Fuertes*, has united Chilean actor, pilot and father, Cristian de la Fuente, Chopped winner and Owner/Chef at Eating House Miami, Giorgio Rapicavoli, and musician, writer and father, Jorge Narvaez among others to rally Hispanics to live strong with milk this year at a rally at the Miami YMCA. The milk advocates will share their stories on how milk, with its 9 essential nutrients including high-quality protein, helps give them the strength they need for their daily activities and YOU can be the next strength ambassador!

As part of the *Somos Fuertes* program, the milk life *Lo Que Nos Hace Fuertes* campaign is partnering with a YMCA affiliate school in Miami and donating \$5,000 to help Hispanic families lead strong lives with milk. This program, designed to remind Hispanic families about the importance of starting their active days strong with a nutritious breakfast that includes milk, also will provide nearly 150 members with a fun-filled day of active play and a nutritious meal including milk.

Consumers everywhere can join in the rally and enter the contest by sharing images with a caption directly on [www.FuertesconLeche.com](http://www.FuertesconLeche.com) or uploading video and images with a caption using the #fuertesconleche hashtag on Twitter and Instagram for a chance to win free milk for a year! The lucky grand prize winner will be featured in Siempre Mujer Magazine and Ser Padres Magazine, as well as win free milk for a year and a free membership to their local YMCA to participate in the activities that help make them strong. Finalists will be announced in May and prizes will be drawn in July.

“My daughter and I always start our day with an ice cold glass of milk with breakfast. With its protein and other nutrients, milk gives me strength I need to help me conquer my active morning and prepare for my acting roles,” said de la Fuente. He added “Everyone needs strength to accomplish their goals and we want to hear all your stories on why you need the strength milk helps give you!”

For more information, please visit [www.FuertesconLeche.com](http://www.FuertesconLeche.com). There, you’ll find *Somos Fuertes* contest information and rules in addition to videos from our 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](http://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.

###