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**CELEBRITY CHEF, GIORGIO RAPICAVOLI, AND MILK LIFE *LO QUE NOS HACE FUERTES* KICK OFF HISPANIC HERITAGE MONTH, ENCOURAGING EVERYONE TO CELEBRATE WITH MILK**

*milk life shares "Cocinando con Leche" recipe series by its latest Strength Ambassador as part of the Somos Fuertes program to help power Latino plates with high quality protein*

**Miami, FL, September 15, 2015-** In celebration of Hispanic Heritage Month, the Milk Life *Somos Fuertes* campaign and Strength Ambassador, [Chopped](#) winner and Celebrity Chef/Owner, Giorgio Rapicavoli have come together to encourage families everywhere to add milk to those favorite Latin recipes. The *Somos Fuertes* program is designed to rally Hispanics across the country to start and finish their day with milk, and its 8 grams of high quality protein.

In honor of the occasion, Giorgio has prepared a series of videos with some of his favorite recipes with milk which can be found on [www.FuertesconLeche.com](http://www.FuertesconLeche.com). The recipes include some traditional Latin favorites like Arroz con Leche and Natilla, while also incorporating Pasta Bolognese and Fish Soup, all with a touch of Giorgio's culinary creativity that his restaurant-goers enjoy so much. Rapicavoli shares his personal story of strength and describes some of his favorite childhood memories in the kitchen including his inspiration, his mom.

"I am so honored to be celebrating Hispanic Heritage Month as an Ambassador of Strength. I am proud of my Latin roots which are key to a lot of my success in the kitchen. Being a part of the milk life Somos Fuertes campaign brings back beautiful childhood memories in the kitchen. Not only drinking milk to help strengthen my body, but also cooking with it as a base for my delicious dishes. I enjoy mixing exotic flavors with traditional ones, like milk," says Giorgio Rapicavoli. "I encourage all Latinos to celebrate their heritage this month by trying one of my recipes from the [Cocinando con Leche series!](#) It'll help keep the Latino energy going with high quality protein- and high quality deliciousness!"

Milk Life has partnered with YMCAs across the country and donated in support of helping families lead strong and healthy lives. This program, with the help of all of our Ambassadors of Strength, hopes to illustrate to Hispanic families the importance of starting everyday with milk, as well as provide real personal stories of strength from successful Latinos about the importance of leading strong lives.

Stay tuned for our deliciously strong Twitter party where Latinos across the country will gather and share their favorite Latin recipes. For more information, please visit [www.FuertesconLeche.com](http://www.FuertesconLeche.com). There, you'll also find *Somos Fuertes* videos from 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.

Giorgio's love for cooking earned him a spot on the highly competitive show, [Chopped](#), where he gained the financial support he needed to open his first restaurant. His pop-up restaurant instantly became a Miami favorite making it a permanent fixture in Miami's culinary scene. He continued to achieve his



dreams by expanding his culinary empire. His talent, creativeness and can-do attitude has led him to succeed at such a young age.

**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.