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Dear Parent,

As a practicing GP and father of five, I have seen at first hand the benefits of drinking milk at school. As such I felt it important to write to you and inform you of a new product available at your child's school.

Cool Milk, your school milk provider, is launching a new larger 250ml bottle of milk aimed at children who have grown too 'big' for the current 189ml cartons. This larger portion will better meet the nutritional demands of a growing 5-11 year old child and comes in an environmentally friendly poly bottle with a handy re-sealable cap.

Milk contains a unique package of essential nutrients that offer an impressive catalogue of health benefits as well as increasing the physical stature in children and is composed of 87% water, which will improve the hydration status of your child after break time.

Staying hydrated will help your child stay alert which, in turn, may result in better classroom behaviour and have a positive impact on their learning and academic achievement. Milk is essentially a 'nutritional powerhouse' and when drunk by your growing child as part of their school routine, it can provide them with the best foundations to develop into a healthy teenager.

I recommend that you sign your child up now at www.coolmilk.com/250 to ensure they don't miss out on their once-in-a-lifetime opportunity to grow and develop, ahead of their teenage years.



Dr Hilary Jones

SPOKESPERSON FOR THE SCHOOL
& NURSERY MILK ALLIANCE



*Compared to a 189ml portion of milk

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