

# got milk?

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- *From:* hotmailcom <[hotmailcom@xxxxxxxxxxxxxx](mailto:hotmailcom@xxxxxxxxxxxxxx)>
  - *Date:* 14 Jul 2005 03:00:51 GMT
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outrider@xxxxxxxxxxxxxx wrote:

> GOT MILK? Gets Dressed For Success  
>  
>  
> NEW YORK -- GOT MILK? the catchy trademark of the California Milk  
> Processor Board (CMPB), will soon appear on men's boxers and baby  
> clothes sold in Wal-Mart and other major retailers.  
>  
> The CMPB has licensed apparel maker MjC Corp., San Francisco, to  
> produce the boxers and loungewear. As part of the deal, GOT MILK? will  
> be cross-licensed with character properties such as Cookie Monster,  
> Garfield and the Pillsbury Doughboy. MjC's designs will be sold through  
> Wal-Mart. Plans call for expansion into women's apparel via Target  
> Corp. within the next six months.  
>  
> Cutie Pie Baby, New York, will feature GOT MILK? on baby and toddler  
> apparel, including bodysuits, burp cloths, bibs and blankets and on  
> select hardgoods such as baby bottles and sippy cups. The line will  
> retail at Babies "R" Us, Buy Buy Baby, Baby Depot and Macys.com  
> beginning in September.  
>  
> The CMPB, a non-profit organization whose mission is to increase milk  
> sales and consumption in California, is funded by California milk  
> processors and administered by the California Department of Food and  
> Agriculture. It began its licensing program in 1995 with GOT MILK?  
> Barbie and now has more than 100 product licensees.  
>  
> San Francisco advertising agency Goodby, Silverstein & Partners created  
> the GOT MILK? ad campaign in 1993.  
GOT MILK? GOT CANCER?

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