

PRESS RELEASE

## **DODONI milk is better when you share it!**

*On the occasion of the World Milk Day, DODONI offers 1 ton of milk to SOS Children's Village of Vari*

*#MoirasouGala #DodoniEU #WorldMilkDay2017*



DODONI, the leading dairy company of Epirus with 54 years of history and tradition in taste, The Taste of Good, celebrates the World Milk Day implementing actions to inform people on the nutrition value of fresh milk and they offer of 1 tone of fresh milk DODONI, through the microsite <https://dodoni.eu/moirasougala>, to SOS Children's Village of Vari.

Embracing the tradition and values that constitute the brand name DODONI, the company collaborates with more than 5,500 Greek producers in 514 villages all over Greece so that consumers can enjoy on a daily basis the fresh 100% Greek DODONI milk, which stands out for its nutritional value and rich flavor thanks to the 2,500 herbs and plants grown on the pastures of Epirus. The same fresh milk is used for the production of all favorite DODONI products, such as the famous feta, the authentic yellow cheeses and the favorite yoghurts.

To celebrate the World Milk Day, DODONI this year created the microsite <https://dodoni.eu/moirasougala>. Via this microsite, the company calls social media and internet users to discover how milk is used in different countries around the world, as well as in Greece and share how they prefer to drink their milk. Each visitor's share, help DODONI to collect a total of 1,000 liters of milk to meet the needs of children living and growing up in SOS Children's Village of Vari, while at the same time they take part in the draw to win favorite, Greek DODONI products.

Furthermore, in the context of this year's World Milk Day, DODONI's promotional teams will be on Thursday, June 1 from 12:00 pm until 20:00 pm in Syntagma Square and Nea Smyrni in Athens, at Pyrros and Mavilis Square in Ioannina, as well as at Aristotle's Square in Thessaloniki, inviting consumers to taste the fresh DODONI milk, get informed about it's high nutritional value for the human body and to obtain discount coupons.

True to its values regarding the production of pure, traditional dairy and cheese products, DODONI implements consistent actions that focus on the human and the appropriate nutrition, supporting institutions and non-profit organizations that significantly contribute in Greek society and family.

You may watch DODONI's video regarding the World Milk Day below:  
<https://www.youtube.com/watch?v=ELEItLVBcS4>

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#### **Few words about the World's Milk Day**

World Milk Day is celebrated every year, worldwide on June 1st aiming to highlight the value of milk for the human body. It is an initiative of the United Nations Organization of Food and Agriculture (FAO) and it was officially established in 2001. <http://www.fao.org/economic/est/est-commodities/dairy/school-milk/15th-world-milk-day/en/>

#### **About DODONI**

DODONI SA was founded in 1963. With 54 years of authentic tradition and history, the company, based in Ioannina, produces authentic, purely Greek dairy and cheese products, using 100% Greek cow, sheep and goat milk collected daily from a wide network of 5,000 Greek farmers, active primarily in the Epirus region. With more than 10,000 selling points in the domestic market and exports to 44 countries around the world, DODONI produces 9 categories of dairy and cheese products in 80 different SKUs, distinguished by their unique taste, quality and 100% Greek identity.

For more information, please visit [www.dodoni.eu](http://www.dodoni.eu), <https://www.facebook.com/Dodoni.SA>, <https://www.instagram.com/dodoni.eu/>

#### **About SOS Children's Villages Greece**

SOS Children's Villages Greece is a member of the SOS Children's Villages International Organization, which operates in 134 countries. In Greece, SOS Children's Villages is a specially recognized Charity Society founded in 1975 with the aim of protecting children who, for serious social reasons, permanently lack the care of their natural parents. In addition, due to the ever-growing crisis in SOS Children's Villages we have expanded our work since 2011, helping children and families in crisis due to poverty from Crete to Thrace, to deal with dignity with difficulty and remain united, providing psychological support, material help, educational services to children and meeting basic nutritional needs.

The operating costs of all the above programs are covered exclusively by the small or large donations of our supporters and friends.

For more information, please visit <http://www.sos-villages.gr/> και <https://www.facebook.com/sosvillagesgr/>

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