

PRESS RELEASE

**‘Galathlon’ by DODONI
for this year’s World Milk Day**

1 tonne of milk collected for PRAKSIS with the public’s help

#WMD #dodoni #thetasteofgood

DODONI, the leading dairy industry in Epirus, is celebrating World Milk Day for the 5th consecutive year by inviting the public to take part in a unique “Galathlon”, or “milk drive”, to help collect 1 tonne of milk to support the important work of PRAKSIS and the Day Centres for the Homeless it operates in Athens and Piraeus.

With 100% Greek milk being the main ingredient of DODONI’s pure products, the company created a digital “Galathlon” for this year’s World Milk Day.

Through the microsite www.tasteofgood.gr/galathlon, DODONI invites the public from 29 May through 7 June to answer correctly and take part in a drawing for their favourite DODONI products, while at the same time helping to collect 1 tonne of milk for PRAKSIS and the people it looks after daily.

PRAKSIS is an independent civil society organisation whose chief aim is to plan and implement growth, humanitarian and medical action programmes that combat the social and economic exclusion of vulnerable social groups and defend their individual and social rights.

Each year, in celebrating World Milk Day – a day which has become an institution for the company – DODONI has contributed more than 5 tonnes of products over the last five years, giving priority to people, and particularly children.

Mr Michalis Panagiotakis, Deputy CEO at DODONI, said: *“This year, we are celebrating World Milk Day for the 5th year, as milk is the No.1 ingredient in our products and its outstanding quality is a non-negotiable priority for us at DODONI. So we are particularly proud that each day we procure pure 100% Greek milk from more than 5,500 small and large producers in 514 villages, supporting Greece’s primary sector in practical terms and ensuring a high standard of quality for our products which distribute the Taste of Good daily, both within and beyond Greek borders.”*

The campaign was designed and implemented by McCANN Athens / McCANN Worldgroup for DODONI.