

May 31st 2016

Press Release

The World Milk Day has DODONI's taste, the taste of good!

#valegala, fill in the glass and offer 1.000 lt. of milk in Hatzikiriakio Child Care Institution



#valegala #Dodoni #WorldMilkDay

DODONI, the leading dairy company of Epirus with 100% Greek milk and more than 80 different SKUs of dairy products, celebrates the World Milk Day (June 1st) and implements various activities, aiming to inform consumers about the significant value of fresh milk for the human body.

More specifically, on **Wednesday, June 1st**, DODONI's promotional teams will be at **Syntagma square** (Athens), **Aristotelous square** (Thessaloniki) and **central and Mavili squares** in Ioannina distributing info material regarding the high nutritional value of milk and its benefits to the human body, offering as well discount coupons for DODONI milk purchases.

Furthermore, until **Saturday, June 4th**, consumers will have the chance to purchase their favorite **DODONI fresh milk** with **€0,20 discount** in **large supermarket chains in the cities of Athens and Thessaloniki**.

Additionally, in view of the World Milk Day celebration, DODONI created the **microsite dodoni.eu/valegala** and invites social media and internet users to visit it, share their favorites memes under the hashtag **#valegala**, filling that way the special virtual glass and take part in the draw to win favorite DODONI products.

Through the aforementioned digital action, the Company aims to collect **1.000 liters of milk** which will be donated to **Hatzikiriakio Child Care Institution** in order to meet the nutritional needs of children that are hosted there.

DODONI Dairy Company, with 53 years of history and tradition, collects 100% Greek milk from its extended milk zone, which includes more than 5.000 farmers. The company shares on a daily basis the actual taste of good, offering products of superior quality and real taste, supporting at the same 9 non-profit institutions and 3 primary schools in Ioannina municipality.

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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/>