



MILKPEP JOINS SUPER BOWL LINEUP, PREPS AD WITH DWAYNE 'THE ROCK' JOHNSON

The Article: A broadcast known mostly for beer and soda is getting something different this year: a tall glass of milk. The Milk Processor education program, aka MilkPEP, is preparing its first Super Bowl commercial for the Feb. 3 telecast on CBS. The New York Times reports. The 30-second spot, from Deutsch in New York, will star Dwayne Johnson, aka, The Rock. Directed by Peter Berg of Friday Night Lights fame, the ad will reportedly show the lengths to which a father will go to make sure his kids have milk for their cereal in the morning.

Read the full article here:

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