

# Bowman stars in milk ads for Olympics

By Karlene Lukovitz, Marketing Daily

Gold medalist Maddie Bowman's awesome freestyle skiing skills are on display in two new TV spots for Milk Life's 2018 Winter Olympics campaign.

This is the second Team USA outing for Milk Life – the tagline for The Milk Processor Education Program's umbrella marketing campaign since 2014 (when it replaced "Got Milk?").

In the main national TV ad (30-second version below), Bowman's mom is heard in a phone message, reminding her daughter that she's been on skis longer than she can even remember, and that everything she needs to succeed is already inside her. Home movies of the Meyers skiing as a child, along with current-day action footage, back the conversation.

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