The Dairy Alliance Brings Milk's Got Game to High Schools Across Virginia

Performance-focused resources highlight the role of real dairy in hydration, recovery, and nutrition throughout the sports season

CHARLOTTESVILLE, VA, UNITED STATES, September 21, 2026 / EINPresswire.com/ -- The Dairy Alliance is bringing Milk's Got Game back to high school athletics, helping student athletes across Virginia learn about the benefits of fueling with real dairy throughout the sports season, including the role it plays in hydration, recovery, and nutrition.

The campaign will reach athletes, coaches and families throughout the fall, winter and spring sports seasons, offering practical performance nutrition education centered on the role dairy can play in an active lifestyle. Through Milk's Got Game, The Dairy Alliance will highlight milk's natural electrolytes for hydration, complete protein to support muscle recovery and essential nutrients that help support strong bones and sustained energy.

The Dairy Alliance is partnering with the Virginia High School League to bring Milk's Got Game directly into high school sports communities. Throughout the school year, the partnerships will feature digital performance nutrition programming, championship materials, on-site activations and other opportunities for student-athletes to learn about fueling and recovery.

At select state championship events, The Dairy Alliance will host on-site activations and provide chocolate milk to participating teams following competitions. The recovery-focused experience will give student athletes an opportunity to refuel while bringing the benefits of real dairy to some of the biggest moments of their athletic journey. These efforts reinforce milk's naturally occurring electrolytes for hydration and complete protein for muscle recovery, key components of an athlete's post-game recovery routine.

This year, The Dairy Alliance will also bring dairy farmers into the championship celebrations. Local dairy farmers will present chocolate milk for the teams to strengthen the bond between farm families and the communities they serve. This partnership highlights the real nutritional

value of the milk they produce and celebrates the role of real dairy in fueling student-athlete performance.

We encourage everyone to kick off the high school athletic season with a chocolate milk toast on September 27, National Chocolate Milk Day - a day for athletes, families, and fans across Virginia to enjoy chocolate milk and celebrate the goodness of real dairy. It's a simple reminder of chocolate milk's role as a familiar favorite with nutritional benefits, including complete protein and naturally occurring electrolytes, that support hydration and recovery for active lifestyles.

From the start of the season through championship celebrations, Milk's Got Game will continue to bring performance focused dairy nutrition to high school athletics across Virginia, helping athletes make informed nutrition choices while celebrating the people and communities behind the game.

To learn more about The Dairy Alliance, visit thedairyalliance.com or @TheDairyAlliance on Facebook or Instagram.

About The Dairy Alliance

The Dairy Alliance is a nonprofit funded by dairy farm families of the Southeast. We work diligently with dairy farmers, schools, sports teams, health professionals, local organizations, state leaders, the media, and the public to promote dairy foods and knowledge about the dairy industry. Our efforts center in eight states: Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia.

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