

FOR MORE INFORMATION CONTACT:

Mr. Tim Feit  
Wisconsin Potato & Vegetable Growers Association  
(715) 623-7683  
[tfeit@wisconsinpotatoes.com](mailto:tfeit@wisconsinpotatoes.com)

## **FOR IMMEDIATE RELEASE**

### **LOCAL ELEMENTARY SCHOOL GETS A SPECIAL VISIT FROM *HEALTHY MR. POTATO HEAD*™**

#### **Students Learn the Importance of Nutrition and Healthy Lifestyles**

**Antigo, Wisconsin** (November 7, 2007) — The Wisconsin Potato & Vegetable Growers Association in partnership with the United States Potato Board and Radio Disney will present “Potato Power - Rockin’ Recess” starring America’s favorite spud, *Healthy MR. POTATO HEAD*, with special guest appearance by Jill Makovec, the reigning 2007 – 08 Alice in Dairyland. The WPVGA event will take place at 9:30 a.m. on Thursday, November 15<sup>th</sup>, at Woodrow Wilson Elementary School in West Allis, Wisconsin.

“Potato Power - Rockin’ Recess” starring *Healthy MR. POTATO HEAD* brings to the stage an important message about eating right and staying fit. The one-hour live performance was developed by the United States Potato Board and produced in partnership with Radio Disney. Radio Disney Cast members, Alice in Dairyland, and *Healthy MR. POTATO HEAD* will dance, sing, and educate the kindergarten through third-grade students on the importance of developing active lifestyles and a balanced diet that includes Wisconsin’s favorite vegetable, the nutritious potato!

Since the *Healthy MR. POTATO HEAD* program’s introduction in 2005, the performance has been presented to only seven schools nationwide. The West Allis School has the distinct honor of being the only school selected in the State of Wisconsin that *Healthy MR. POTATO HEAD* will make an appearance. Dan Hester, Principal of Woodrow Wilson Elementary says, “We are happy to be hosting this event, and we thank the Wisconsin Potato & Vegetable Growers Association for bringing this fun program to our students.”

In addition to the “Potato Power – Rockin’ Recess” assembly, the Wisconsin Potato & Vegetable Growers Association, and the United States Potato Board have coordinated in-store appearances at two Milwaukee-area Piggly Wiggly stores. *Healthy MR. POTATO HEAD* will appear in Oconomowoc from 11:00 a.m. to 1:30 p.m. and at the Hartland Piggly Wiggly from 3:00 to 5:00 p.m. Customers are invited to meet and have photos taken with *Healthy MR. POTATO HEAD*, and enjoy various samples of delicious, easy-to-make potato recipes.

*For more information and interview opportunities, please contact Tim Feit, Director of Promotion and Consumer Education for the Wisconsin Potato & Vegetable Growers Association at (715) 623-7683 or visit their website at [www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com)*