

FOR MORE INFORMATION CONTACT:
Mr. Tim Feit
Wisconsin Potato & Vegetable Growers Assn.
(715) 623-7683
tfeit@wisconsinpotatoes.com

FOR IMMEDIATE RELEASE

**WISCONSIN POTATO GROWERS SELECT WAUPACA NATIVE TO BE
BALLOON HANDLER IN MACY'S THANKSGIVING DAY PARADE**
Potato Nutrition Soars High Above Manhattan

Antigo, Wisconsin (November 14, 2007) — While many of us will spend Thanksgiving Day watching the Macy's Thanksgiving Day Parade® on television, Karen Anthony-Gabler and her husband Peter will be marching through the streets of New York City as handlers of the giant *Healthy MR. POTATO HEAD™* balloon.

Anthony-Gabler, who grew up in Waupaca, has deep-rooted ties to the Wisconsin potato industry, as her family owns and operates Anthony Farms in Scandinavia, Wisconsin. Karen says, "This is a once-in-a-lifetime opportunity. I'm so excited to participate and give something back to the industry I know and love. Our whole family is passionate about potatoes, and my Mom and Dad have served in various leadership roles with the Wisconsin Potato & Vegetable Growers Association and the United States Potato Board." Anthony-Gabler, now a 5th grade teacher in Bloomington, Minnesota, says, "Everyone I talk to, including my students, want to know more about the *Healthy MR. POTATO HEAD* balloon. I'm always ready and proud to be able to tell the world about the nutritional power that Wisconsin's favorite vegetable provides." Karen and her husband Peter recently attended a two-day training session in New Jersey to learn how to maneuver the massive balloon safely through the crowded streets of New York City. "Seeing these balloons on television is fun, but to be right there seeing the balloons in person is very impressive," reports Peter.

The *Healthy MR. POTATO HEAD* balloon weighs in at a lean-mean 529 pounds. The 42-foot- high and 37-foot-wide "Super Spud" is ready to promote the importance of a balanced diet, which should definitely include the chock-full-of-vitamins Wisconsin potato.

This year's balloon flight also helps usher in 2008 as the International Year of the Potato, as declared by the General Assembly of the United Nations. This momentous designation for the potato is based upon the vegetable's

strong nutritional profile and ability to feed the masses.

The Macy's Thanksgiving Day Parade can be seen on Thanksgiving morning on the NBC and CBS networks.

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

