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FOR IMMEDIATE RELEASE

LOCAL TEACHER GUIDES *HEALTHY MR. POTATO HEAD* THROUGH THE STREETS OF MANHATTAN STUDENTS TREATED TO A "MEAL IN A PEEL"

Bloomington, Minnesota (November 12, 2007) — Students at Normandale Elementary School in Bloomington are looking forward to 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 handling the giant *Healthy MR. POTATO HEAD*TM balloon.

Anthony-Gabler, a 5th grade teacher at Normandale Hills Elementary in Bloomington, has deep-rooted ties to the potato industry. She grew up in Waupaca, Wisconsin. Her parents, Vic and Chris Anthony, own and operate Anthony Farms Inc. in nearby 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 grew up in. 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 as well as the United States Potato Board." She adds, "Everyone I talk to, including my students, want to know more about the *Healthy MR. POTATO HEAD* balloon, and I'm always ready and proud to be able to tell the world about the nutritional power that America'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.

In addition to other events and appearances, Karen's entire school will be treated to a "Meal In A Peel" in mid-November. The baked potato feed will feature all the fixin's and fresh Wisconsin potatoes direct from Anthony Farms.

The Macy's Thanksgiving Day Parade can be seen from 9 a.m. to noon (CST) on the NBC network.

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