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Potato Nutrition Soars above Manhattan Again

Wisconsin Native to 'anchor' the message

DENVER, October 15, 2007--On Thanksgiving Day, while the rest of us are gathered around the family table for a feast of season and flavor, Karen Anthony-Gabler, who grew up on Anthony Farms in Nekoosa, and her husband, Peter Gabler, will be taking a long walk...in Manhattan as a handler of the *Healthy MR. POTATO HEAD™* balloon in the Macy's Thanksgiving Day Parade®.

"This opportunity only comes around once in a lifetime, and I'm so excited to share it with other folks in the potato industry," said Athony-Gabler. Although she is a fifth grade school teacher at Normandale Hills Elementary School in Bloomington, MN, just outside of Minneapolis, her heart is rooted in the potato industry. "Everyone I talk to, including my students, want to know more about this great *Healthy MR. POTATO HEAD* balloon. Essentially, I've become an ambassador of potato nutrition. It feels good to have such a fun way to give back to the industry I grew up in."

The *Healthy MR. POTATO HEAD* character came to life in 2005 when the United States Potato Board (USPB) worked with Hasbro® to give MR. POTATO HEAD a healthy make-over. This American icon adopted a new lifestyle, donning a slick pair of running shoes, baseball cap, portable mp3 player and water bottle—he's even toned-up with new muscles. This is his third year the healthy spud will run down Broadway in the Parade, telling the world about the nutritional power-pack of America's favorite vegetable.

"Did you know potatoes have more potassium than a banana, and almost half your daily value of vitamin C?" Athony-Gabler asked. "I love telling people about that because of the surprise reactions I get. You can bet potatoes will be on the menu after our two-and-a-half mile march down the parade route—my body will need them."

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 nutrition profile and ability to feed the masses.

Here in America, we enjoy an estimated 34.5 million pounds of potatoes on Thanksgiving Day, enough potatoes to run the length of the Parade route more than 2,600 potatoes WIDE. You can feed your "masses" this Thanksgiving with great healthy potato recipes found on www.healthypotato.com. Anthony-Gabler asserts: "We can all feel good about serving this nutritious, delicious vegetable not only on Thanksgiving but year-round."