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**FOR IMMEDIATE RELEASE**

CUSTOMIZED HARLEY-DAVIDSON MOTORCYCLE  
READY FOR NATIONAL PROMOTION

**Antigo, Wisconsin** (SEPTEMBER 19, 2007) — Customizing has been completed on the 2008 Harley-Davidson “Spudster.” The motorcycle is the grand prize of a year-long Wisconsin Potato & Vegetable Growers Association direct mail promotion targeting potato buyers from across the United States.

The promotion is designed to educate potato buyers on the benefits and quality of Home Grown and Healthy Grown Wisconsin potato products. Throughout the year, potato buyers are encouraged to enter the monthly contest on the Association’s website [www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com). The WPVGA direct mail program has been very successful in developing and maintaining personal relationships with potato wholesalers from all over the country.

The Wisconsin Potato & Vegetable Growers Association will display the “Spudster” at several national tradeshow in the coming year. “It’s a great addition to our booth display,” says Tim Feit, WPVGA Director of Promotions and Consumer Education. “Buyers from around the country seek us out to take a look at the bike. It creates a great ‘buzz’ on the tradeshow floor and makes for a great opportunity to speak directly with our members’ best customers.”

Sam Fonte, of Paint ‘N Art in Wittenberg, Wisconsin, was hired to customize the 2008 Harley-Davidson Sportster 883. Fonte, a Harley enthusiast and owner of three Harley-Davidson motorcycles himself, was thrilled to have the opportunity to be able to work with Wisconsin Potato & Vegetable Growers Association on this promotion. For this project, Fonte chose rich tones of copper and gold metallic for the bike. “Inspiration for the farm scene and potato blossoms came easy to me,” adds Fonti who grew up on a farm in rural Wisconsin.

*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)*