



# News Release

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*"Connecting Cows, Cooperatives, Capitol Hill, and Consumers"*

FOR IMMEDIATE RELEASE  
Wednesday, June 25, 2013

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## **Cartoon Character Debuts to Promote REAL® Seal** *Campaign Begins to Name Animated Figure*



Arlington, VA – In its ongoing effort to revitalize and build awareness of the dairy industry's iconic REAL® Seal, the National Milk Producers Federation (NMPF) is introducing a cartoon character modeled after the logo.

"The REAL® Seal has been around for nearly 40 years," said Jim Mulhern, Chief Operating Officer of

NMPF. "This character is intended to bring the importance of looking for REAL® dairy products and foods made with REAL® dairy products to life."

The first order of business will be naming the character, according to Mulhern, who said a name will be chosen through an on-line challenge.

"We want kids to learn how to differentiate real dairy products and foods made with real American dairy products from the vegetable- and nut-based pretenders," said Mulhern. "To highlight this important distinction, we are launching a campaign to name the character."

Names may be submitted through the REAL® Seal website: [www.realseal.com](http://www.realseal.com). All entries must be received by August 31, 2013. The top three names entered will be posted in September on the REAL® Seal Facebook page ([www.facebook.com/realsealdairy](http://www.facebook.com/realsealdairy)) and subject to a vote. The name with the most votes will be declared the winner.

"We're really excited about this approach to helping kids and parents learn to look for REAL® dairy products and foods containing REAL® dairy products," said Mulhern. A cartoon featuring the character is already featured on the homepage of the REAL® Seal website.

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The National Milk Producers Federation, based in Arlington, VA, develops and carries out policies that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF's 30 cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of more than 32,000 dairy producers on Capitol Hill and with government agencies. Visit [www.nmpf.org](http://www.nmpf.org) for more information.