



News Release

2101 Wilson Blvd., Suite 400, Arlington, VA 22201
703.243.6111 • www.nmpf.org

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

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Contact: Christopher Galen
(703) 243-6111 ext. 356
Email: CGalen@nmpf.org

Final Voting Begins to Select Finalist from Among Three Names for REAL® Seal Cartoon Character

Animated Figure to Promote Real Dairy Products with Fans of All Ages



Arlington, VA – As part of the ongoing effort to revitalize and build awareness of the dairy industry's iconic REAL® Seal, the National Milk Producers Federation (NMPF) is inviting the public to help choose the name that will be given to a cartoon character modeled after the logo. The character greets those who go to www.realseal.com and will be used in other applications in the future.

"We're excited to use this character to help kids, parents, and dairy fans of all ages learn about real dairy products and foods made with real American dairy products, when they're browsing the grocery store aisles and eating in restaurants," said NMPF Chief Operating Officer Jim Mulhern. "Giving people the chance to vote for the name we'll use is democracy in action."

Throughout the summer, NMPF used the REAL Seal website and Facebook page to gather submissions for the naming contest. More than 110 individual suggestions were entered. After a review process, the three most fitting candidates were selected. They are:

- **Dairyus** – Submitted by Kathryn in Clermont, IA (honorable mentions to Ed in Tipton, IA, and Joe in Washington, DC, for alternate spellings).
- **Milkdrop** – Submitted separately by Roger in Franklin, KY, and Cecelia in Amelia, VA.
- **Roscow** – Submitted by Gavin in Fairfax, VA (honorable mention to Sara in East Syracuse, NY, for an alternate spelling).

To choose among these three finalists, voters can visit www.realseal.com to select a favorite. The campaign is also being promoted at the Seal's Facebook page, www.facebook.com/REALSealDairy. The online voting link will be open through Tuesday, Nov. 5th, which is Election Day 2013. Only one vote per computer will be allowed. The result will be announced November 13th at the NMPF annual meeting in Phoenix.

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The National Milk Producers Federation (NMPF), 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 for more information.