

# NUTRITION NEWS

## MR. POTATO HEAD Gets “Spudly” Healthy Makeover New “Spokespod” Hails the Nutritional Benefits of Potatoes

(NAPSA)—He’s physically fit and running purely on potato power—he’s *Healthy MR. POTATO HEAD*®. Taking a cue from his “nutrition within,” the United States Potato Board’s newest “spokespod” is helping raise awareness about the importance of living a healthy lifestyle and the power of a balanced diet.

In addition to his sporty new look, *Healthy MR. POTATO HEAD* provides a good reminder that one medium-sized potato contains nearly half the daily requirement of the potent antioxidant vitamin C and is fat-, cholesterol-, and sodium-free for 100 calories. Potatoes with skin are also an excellent source of potassium—a nutrient lacking in many Americans’ diets—and a good source of fiber.

This isn’t the first time the MR. POTATO HEAD brand has served as a healthy role model. In 1987, he surrendered his pipe to U.S. Surgeon General C. Everett Koop and became the official spokesperson for the American Cancer Society’s annual Great American Smokeout campaign. Now, faced with the daunting health challenge of our time—the nation’s soaring obesity rate—he’s stepping out to promote a healthy lifestyle.

Perhaps he’s up for the challenge because he’s based on America’s favorite vegetable, the potato. The original MR. POTATO HEAD product was created in 1952 and consisted entirely of plastic body part pieces, such as arms, eyes and feet. Consumers used a real potato for the body. He wasn’t sold with a plastic body until 12 years later, but he’s never forgotten his healthful roots.



**The beloved MR. POTATO HEAD icon is adding pep to his step with a whole new look.**

To harness the power of potatoes, try these healthy preparation tips:

- Top baked or mashed potatoes with other vegetables for a colorful nutritious dish.
- Serve baked fries for a healthier snack option right from the oven.
- Add potatoes to vegetable soup for a hearty, satisfying meal.
- Roast potatoes with aromatic herbs and spices.

For details on how to get an exclusive *Healthy MR. POTATO HEAD* promotional premium with (2) proofs of fresh potato purchase or to download a new recipe brochure featuring *Healthy MR. POTATO HEAD*, visit [www.healthy-potato.com](http://www.healthy-potato.com). A copy of the brochure is also available by mail. Send a self-addressed, business-sized, stamped (37-cent) envelope to *Healthy MR. POTATO HEAD* Recipes, 5105 East 41st Avenue, Denver, CO 80216.