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A Not-So-Bizarro Trio Announces Partnership: Turtle Mountain, Farm Sanctuary & Syndicated Cartoon Artist Dan Piraro

The group joins to launch a tasty new treat for kids with product packaging designed to inspire and a thoughtful campaign to educate kids on environmental awareness and healthy choices

EUGENE, OR – March 2007 – Turtle Mountain, a national leader in dairy-free ice cream desserts, today announced an innovative collaboration with Farm Sanctuary and nationally syndicated cartoon artist Dan Piraro, widely known for his daily comic strip *Bizarro*. The partnership is launching a multi-faceted campaign to promote new, non-dairy Turtle Mountain treats – **So Delicious® Dairy Free Kidz Fruit Pops & Fudge Pops** – and Farm Sanctuary’s Kidz Club. The partnership will be officially announced at the Natural Products Expo in Anaheim, California (March 8-11) where avid Turtle Mountain & Farm Sanctuary fan Dan Piraro will autograph a uniquely illustrated seek-and-find poster.



The campaign’s intention is to tap children’s natural affinity for animals and educate them about healthy nutrition, creative thinking and the impact of factory farming on the environment and animals. Product packaging for *So Delicious® Dairy Free Kidz*, illustrated by Piraro, features a cartoon-like cast of friendly animal “heroes” who live and play at Farm Sanctuary. The fun continues on the back panel where children are invited to join the Farm Sanctuary’s Kidz Club, which offers special prizes and interactive learning activities online. The campaign partners hope to inspire young consumers to create healthy lifestyle habits at a young age while instilling respect for animals and others.

“Our shared vision of encouraging people toward a healthy lifestyle, environmental awareness and plant based diets was a natural connection for Turtle Mountain, Dan Piraro and Farm Sanctuary,” said John Tucker, Turtle Mountain’s Vice President. “We’re thrilled about the opportunity to make this new product line more than just a fun treat for kids; we hope to inspire children to make healthy choices while engaging them to learn and use their imagination.”

So Delicious® Dairy Free Kidz will be available in two flavors: *Fudge Pops* and *Assorted Fruit*. Made with all-natural ingredients and completely allergen-free, both flavors will be distributed nationwide beginning April 2007 at select grocery and natural foods stores.

About Turtle Mountain

Based in Eugene, Oregon since 1990, Turtle Mountain is a privately held natural foods company producing the country’s most popular line of dairy-free indulgent ice cream and frozen desserts. Offering more than just delicious treats, Turtle Mountain gives consumers a healthier alternative to traditional dairy-based frozen desserts. All products are 100% plant based and contain zero cholesterol, no artificial sweeteners, no trans fats, no hydrogenated oils and most are made with certified organic ingredients. For more information, please visit: www.turtlemountain.com.

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About Dan Piraro

Best known for his award-winning syndicated panel cartoon *Bizarro*, Piraro is an illustrator, surrealist painter and a stand-up comedian. Formerly from Dallas, he currently resides in Brooklyn, NY. He has received the National Cartoonist Society Panel Cartoon Award three times (1999-2001) and has been nominated for their Reuben Award several times. Piraro is an outspoken vegan and often presents animal rights issues in a humorous way in his comic strips. Find out more: www.bizarro.com

About Farm Sanctuary

Farm Sanctuary is the nation's leading farm animal protection organization. Since incorporating in 1986, Farm Sanctuary has worked to expose and stop cruel practices of the "food animal" industry through research and investigations, legal and institutional reforms, public awareness projects, youth education, and direct rescue and refuge efforts. Farm Sanctuary shelters in Watkins Glen, NY and Orland, CA provide lifelong care for hundreds of rescued animals, who have become ambassadors for farm animals everywhere by educating visitors about the realities of factory farming. Additional information can be found at www.farmsanctuary.org or by calling 607-583-2225.

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