



News Release

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FOR IMMEDIATE RELEASE

National Potato Council Unveils New Logo *First Major Redesign in 64-Year History*

(Washington, D.C. – January 3, 2012) – The National Potato Council (NPC) retained a firm connection to its roots while modernizing a new logo that was revealed at POTATO EXPO 2012 in Orlando, Florida.

The new look is an adapted version of the council's historic shield logo, and features a green and blue background suggesting rows of potato plants with a sun rising in the distance. The design and feel of the logo, which also more prominently displays the group's name, will be carried over to NPC's redesigned website, expected to be unveiled in early 2012.

Downloadable versions of the logo can be found at [insert link].

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The National Potato Council is the advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. Potato growers, along with the U.S. potato industry as whole, directly benefit from involvement in the National Potato Council. NPC supports the U.S. potato industry by monitoring issues affecting the strength and viability of the potato industry, influencing regulators and legislators on issues crucial to the industry's long term success, ensuring fair market access for potatoes and potato products, and bringing the unique issues and interests of diverse growing regions in the U.S. together on a national level. The National Potato Council is a voluntary organization supported by quota assessments from state organizations, allied industry memberships and sponsorships, and directly by potato growers through membership dues.