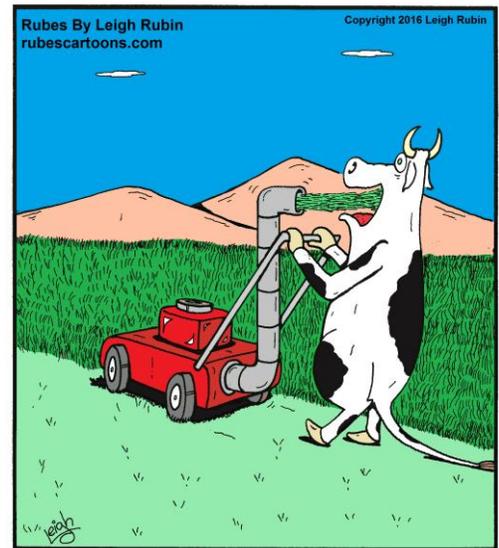


For Immediate Release

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‘The Big Book of Moo’ makes its debut at World Dairy Expo

FITCHBURG, Wis. (October 13, 2016) – Syndicated cartoonist Leigh Rubin, Nipomo, Calif., introduced his newest book – “The Big Book of Moo” – during World Dairy Expo. A collection of nearly 300 cow-centric cartoons in full color, proceeds benefit the National Dairy Herd Information Association (DHIA) Scholarship Fund. The 160-page book sells for \$14.95.

Established more than 20 years ago, the National Dairy Herd Information Association (DHIA) Scholarship program awards scholarships to full-time, undergraduate students whose family is a member of a National DHIA affiliate. Scholarships are also awarded to third- and fourth-year students enrolled in a U.S. college of veterinary medicine. Approximately 20 scholarships are awarded annually.

A cartoonist for more than three decades, Rubin’s cartoons run in more than 400 newspapers and other publications worldwide. Animals provide inspiration for many of his cartoons. “I like drawing animals; cows are my favorite,” he stated. “Holsteins – with their black and white markings – lend themselves well to comics that are printed in black and white.” Rubin described his cartoons in “The Big Book of Moo” as “the best of his best.”

Instrumental in creating the National DHIA Scholarship Fund, Susan Lee, Idaho DHIA manager, thanked Rubin for his involvement in this fund-raising endeavor. “Your generosity and creativity is greatly appreciated,” said Lee. “This book is a great opportunity for more people to support the National DHIA Scholarship Fund.”

Bruce Dokkebakken, Minnesota DHIA manager and longtime National DHIA Scholarship Committee member, encourages cow enthusiasts to purchase “The Big Book of Moo” as gifts. “Brighten a friend’s day with some humor and share a few laughs,” said Dokkebakken. “And, just as important, you’ll be supporting a scholarship fund that helps dairy youth financially as they pursue college degrees and become agricultural professionals.”

To order "The Big Book of Moo," which has a limited supply, go to: Moo.CartoonistBook.com. To learn more about Leigh Rubin, visit his website at: www.rubescartoons.com.

National Dairy Herd Information Association, a trade association for the dairy records industry, serves the best interests of its members and the dairy industry by maintaining the integrity of dairy records and advancing dairy information systems.

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