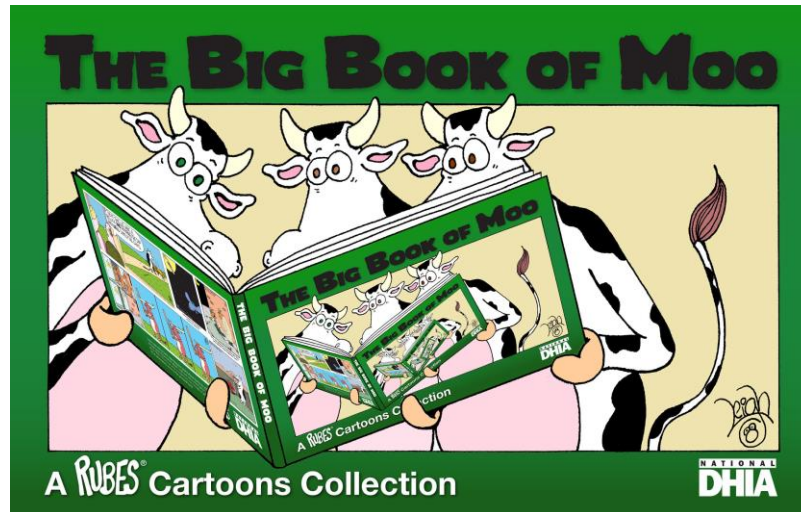




For Immediate Release

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Big Book of Moo supports National DHIA Scholarship Fund

FITCHBURG, Wis. (September 22, 2016) – Get some laughs and support the National Dairy Herd Information Association (DHIA) Scholarship Fund by purchasing the “Big Book of Moo.” Created by Leigh Rubin, a 30-year cartoonist, it features nearly 300 cow-centric cartoons and sells for \$15.

In 2015, Rubin spoke at the association’s 50th annual meeting. By chance, he stayed for the National DHIA Scholarship Auction. “The auction was so fun,” stated Rubin. “The winning bidder paid a lot for a collection of my books.”

Members of the National DHIA Scholarship Committee approached Rubin about creating an exclusive book, with a portion of sales going to support the scholarship fund. Historically, auction proceeds generate the bulk of available funds.

“The Big Book of Moo is one way a lot of people can get involved in supporting the National DHIA Scholarship Fund,” said Jay Mattison, National DHIA CEO and administrator. “This is a great outreach for brightening someone’s day – through laughter and supporting dairy youth.”

Rubin, whose sister is a veterinarian, understands the financial burden associated with undergraduate and advanced degree education. “Creating the Big Book of Moo is one small way I can give back to National DHIA and this worthy cause.”

Holly Thompson, National DHIA Scholarship chair and Little Valley Dairy owner-operator, Plainview, Minn., understands how important scholarships are in offsetting the financial burden of higher education. “It’s neat to see youth grow up, learn about their career aspirations, follow their collegiate education and watch them contribute professionally to furthering the U.S. dairy industry. For me, it’s gratifying to know that National DHIA played a role in helping youth achieve their career goals – especially given today’s depressed farm prices.”

Thompson continued, “We’re excited about partnering with Rubin to boost the National DHIA Scholarship and potentially offer more scholarships in the future. Purchasing the Big Book of Moo is a great opportunity for those who do not attend the National DHIA Scholarship Auction to support this scholarship fund and help students pursuing agricultural degrees.”

Established more than 20 years ago, the National DHIA Scholarship Fund has awarded more than \$250,000 in scholarships to full-time undergraduate students who have a family member affiliated with National DHIA. Earlier this year, National DHIA presented its first scholarships to dairy-focused veterinary medicine students.

To order the 160-page Big Book of Moo, go to: <http://Moo.CartoonistBook.com>. The supply is limited. Order yours today. Learn more about Rubin and Rubes Cartoons 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.