



For Immediate Release

Contact:

JoDee Sattler

414-587-5839

jdsattler@dhia.org

Meet cartoonist Leigh Rubin at World Dairy Expo

FITCHBURG, Wis. (September 22, 2016) – Join National Dairy Herd Information Association (DHIA) at World Dairy Expo, Madison, Wis., on Oct. 6, at 11:30 a.m., in Mendota 3 of the Alliant Energy Center’s Exhibition Hall, for the unveiling of the "Big Book of Moo" by Leigh Rubin, creator of Rubes Cartoons. All book sales proceeds go to the National DHIA Scholarship Fund.

The cow-centric cartoon collection includes 160 pages and nearly 300 full-color Rubes Cartoons. Books will be available during World Dairy Expo at the unveiling event and in the Rubes Cartoons booth, which is located at C1 in the Exhibition Hall – at the south end of the lobby near the ice cream booth. Books sell for \$15 each. Rubin is available during World Dairy Expo, Oct. 4-6, to sign and write personalized messages in his books.

Celebrating its 32nd anniversary, Rubes is syndicated in more than 400 newspapers and other publications worldwide. “The Big Book of Moo is my biggest collection of cartoons,” stated Rubin. “About 70 percent of the cartoons contain cows, but I included lots of animals so there’d be diversity and inclusion.”

More than 20 years ago, National DHIA established a scholarship fund. “We’ve helped hundreds of dairy farm youth with college-related expenses,” said Holly Thompson, National DHIA Scholarship chair and Little Valley dairy owner-operator, Plainview, Minn.

National DHIA gave twenty \$750 scholarships to undergraduate students in 2016. Additionally, National DHIA awarded two \$1,500 scholarships to dairy-focused veterinary students this past year.

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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