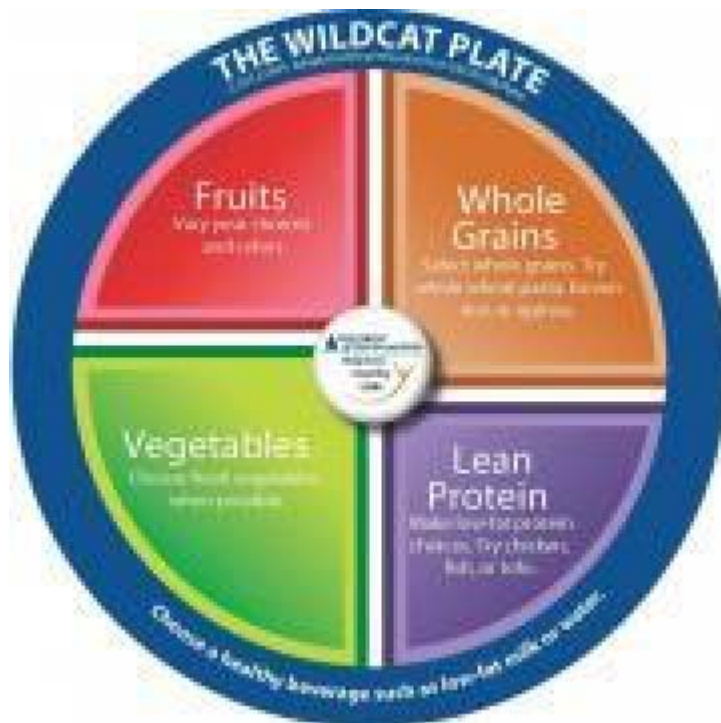


## Media Relations

August 20, 2013

### UNH and Avalon Promotions Partner on Commitment to Healthy Eating



DURHAM, N.H. – The University of New Hampshire recently signed a license with Avalon Promotions to produce the UNH Wildcat Plate, a copyrighted image developed by Healthy UNH and UNH Dining Services.

In 2010 the USDA created its Dietary Guidelines for Americans to remind people to think about food choices in leading a healthier lifestyle. With permission from the USDA, Healthy UNH and Dining Services adapted these guidelines and developed an image to guide patrons in making healthy food choices in the dining halls. The newly developed image was reformatted and placed on high-quality melamine plates that can withstand multiple industrial dishwasher use and are used in UNH

dining halls today.

“Avalon Promotions is excited to be a partner in the first UNH license of its kind for commercializing the UNH Wildcat Plate,” said Glenn Chase, owner of Avalon Promotions. “This venture is also a first for Avalon Promotions. Although we have been a vendor at UNH for many years, this will be the first time we’ll return royalties to the university for their innovations,” said Glenn Chase, owner of Avalon Promotions.

Rollinsford-based company Avalon Promotions is producing the plates so other schools and organizations can follow UNH’s lead in making Americans healthier by purchasing and customizing the plate. Ordering through Avalon Promotions allows other educational institutions to place their logos on the plate. For more information on how to purchase or customize the UNH Wildcat Plate contact Chase at [gchase@avalonpromo.com](mailto:gchase@avalonpromo.com) or (207) 809-3942.

“We are delighted to be able to incorporate the Wildcat Plate throughout our operations as a teaching tool for our community,” said Jon Plodzick, director of UNH Dining Services. “It is an effective, utilized component of our campaign to alter behaviors towards a healthy lifestyle that make UNH a model for other universities.”

“The UNH Wildcat Plate is another innovation to help children and adults make better food choices in their diet,” said Mike Ferrara, dean of UNH’s College of Health and Human Services. “We know that these good food choices promote better health and help to reduce obesity and chronic diseases.”

For additional information about the innovative technologies and creative works developed or available for licensing from UNH contact Tim Willis, licensing manager for UNH’s Office for Research Partnerships and Commercialization, at [timothy.willis@unh.edu](mailto:timothy.willis@unh.edu).

“For me, this partnership is more than another successful example of UNH supporting and working with local businesses,” Willis said. “It has renewed faith in the innovations regularly developed at UNH that have the potential to benefit so many.”

The [University of New Hampshire](#), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

Image to be downloaded:

<http://www.unh.edu/news/releases/2013/08/images/plate-8199.png>

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