



Campaign To Rename Groundhog Day To Woodchuck Day

(NAPSA)—It's always been "how much wood could a woodchuck chuck if a woodchuck could chuck wood." Never, "how many logs could a ground hog log..."

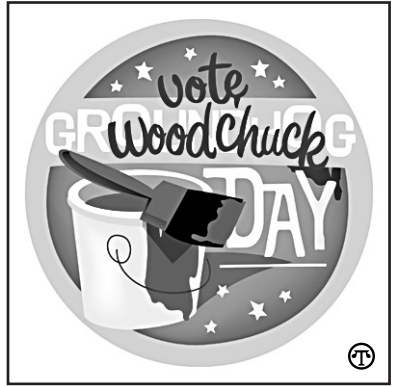
Which may be why Woody the Woodchuck's campaign to rename all future Groundhog Days to Woodchuck Day is cutting a lot of wood with woodchuck fans.

Woody, the Woodchuck Draft Ciders mascot, will be campaigning in an effort to educate the public about the woodchuck, and gain public support of his quest for respect. Over 2,500 people have already signed a petition supporting Woody's cause.

"What many people don't realize is that the groundhog and the woodchuck are the same animal," comments Raela Ripaldi, spokesperson for Woody the Woodchuck. "The woodchuck deserves the same respect—and thanks to Woodchuck Draft Ciders, we are able to spread the word and get our message out."

The woodchuck is interchangeable with the groundhog, as both are members of the squirrel family. Its common name, woodchuck, is an anglicized corruption of an Indian name for this species. The origin of its other name, groundhog, derives from the animal's squat appearance, waddling gait and habit of living in the ground.

Every February 2, people gather at Gobbler's Knob, a wooded knoll just outside of Punxsutawney, Pennsylvania to see Punxsutawney Phil, the famed groundhog, come out of his burrow. If Punxsutawney Phil sees his shadow, it means six more weeks of winter. If he does not see his shadow, it means spring is just



The often overlooked woodchuck hopes to finally get his day in the sun.

around the corner. Approximately 90 percent of the time, Phil sees his shadow. Phil started making predictions in 1887 and has become an American institution—as well as a national media event—ever since.

"Woodchuck Draft Ciders fully supports Woody's campaign," added Andy Porter, vice president of Woodchuck Draft Ciders. "Woodchucks are often overlooked when it comes to this day—and we are proud and honored that Woody is taking a stand to represent the woodchuck community. He is an outstanding role model, and we are proud he is part of our team."

The Woodchuck brand was introduced in 1991, as a refreshing alternative to beer. Woodchuck Draft Ciders, which are handcrafted in small batches, offer several different products including Amber, Dark & Dry, Pear, Granny Smith and Raspberry. For more information, visit www.woodchuck.com.