

Household Name To Pop Culture Phenomenon

One Candy Bar's Intriguing, Irreverent History

(NAPSA)—To celebrate its first 90ish years, one popular candy bar instituted a 90-day countdown that gives fans a chance to share favorite memories of the treat.

You can find out more exciting details about the anniversary program at Facebook.com/Butterfinger. Throughout the 90 days, Butterfinger will showcase some of its very best moments in history including vintage bar photos, popular ad campaigns, little-known trivia, spokesperson spotlights and more.

“After 90ish years, Butterfinger continues to be a fan favorite with a rich history that is a part of every generation today,” said spokesperson Tricia Bowles of Nestlé USA. “And the 90-day countdown is just the beginning of our exciting celebration throughout the year, so stay tuned for more incredible announcements from Butterfinger.”

Butterfinger designated 2013 as a benchmark for its first 90ish years, as the candy bar originally invented by Chicago's Curtiss Candy Company was believed to have been promoted as early as 1923 (before it was ultimately sold to Nestlé in 1990). However, Butterfinger parent company Nestlé holds a trademark document from 1928, thus the 90ish reference around its anniversary, keeping in line with the brand's irreverent sense of humor.

Since the 1920s, when the term “butterfinger” was used by sports-



A look at one treat's time line.

casters to describe athletes who were unable to hold on to a baseball or football, Butterfinger has become a beloved brand known for humor and a roster of memorably funny spokespersons, from Bart Simpson to Seth Green to Erik Estrada to Rob Lowe and Jaime Pressly, its most recent and first female spokesperson.

A look at the most recent years with Butterfinger illustrates the brand's irreverent nature: counting down the end of the world, or BARmageddon, with evidence such as the first-ever, square-shaped crop circle in Kansas; a Butterfinger comedy-horror movie called “Butterfinger the 13th”; the first interactive digital graphic novel by a

candy brand starring the Butterfinger Defense League; and several attention-grabbing April Fool's Day pranks, including the renaming of the candy bar to “The Finger.”

During the 90-day countdown, fans can go to www.Facebook.com/Butterfinger to learn more about the “best of” Butterfinger, and see the candy bar's journey from boundary-pushing marketing stunts to the evolution of its candy wrapper designs.

Like Butterfinger, the 90ish birthday celebration will be awesome—proving that decades later, even a 90ish-year-old can push the limits of fun to new levels while remaining true to its sweet self.