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Butterball Turkey Talk-Line Experts Rally for a Seat at the Emoji Table – with a Thanksgiving Turkey, That is

They need your help to petition for an official Thanksgiving emoji!

Garner, N.C. (September 25, 2017) – Nearly every major holiday has at least one emoji to represent it, so the experts at the Butterball Turkey Talk-Line think it's high time to get an official Thanksgiving turkey emoji on every keyboard. They are rallying support via petition, and they're asking consumers for help ... to sign it, share it and make a difference in texting conversations everywhere.

Emojis do more than bring fun into texting conversations. They reflect our culture, helping to define what's important, relevant and valuable to our lives. The emoji keyboard features twinkling Christmas trees, Halloween pumpkins, balloons, fireworks and champagne – symbols of celebration we use to communicate daily. But what about Thanksgiving? After all, two-thirds of Americans rank it as one of their top two favorite holidays.¹

"We at the Butterball Turkey Talk-Line – the people who talk (and text) about turkey more than anyone – know the Thanksgiving turkey is the ultimate symbol of celebration," said Sue Smith, Butterball's Turkey Talk-Line director. "After all, Thanksgiving is the most celebrated holiday in the U.S. Adding a delicious roasted turkey to the roster of emojis is the perfect way to show thanks for our favorite main course and the holiday it represents."

Every year, Butterball's Turkey Talk-Line experts answer countless urgent questions about turkey trials and tribulations. And when Butterball launched its 24/7 texting help line last Thanksgiving, experts texted the words and phrases including "turkey" and "frozen turkey" more than 5,000 times! With the public's support, the Turkey Talk-Line experts hope to make their texting even more seamless this Thanksgiving, and for Thanksgivings to come!

Emoji fans can visit [Change.org](https://www.change.org) to sign the petition and do their part to make the Thanksgiving emoji a reality. To help spread the word, the Turkey Talk-Line experts banded together to create a heartfelt appeal for signatures which can be found on [YouTube](https://www.youtube.com), [Facebook](https://www.facebook.com) and [Twitter](https://twitter.com).

About the Butterball Turkey Talk-Line

One of the first national, toll-free consumer help lines, the Turkey Talk-Line has helped almost 50 million consumers since its first season in November 1981. Each November and December, professionally trained turkey experts assist more than 4 million cooks through the Turkey Talk-Line, Butterball.com, Facebook, Twitter, Instagram, Live Chats and emails in the United States and Canada. With more than 50 staff members, the Turkey Talk-Line has the resources to answer questions from either English- or Spanish-speaking callers, as well as respond to questions via email.

About Butterball

¹ Butterball commissioned a 15-minute, online survey among two audiences: a) 1,000 U.S. adults ages 18+ who prepared or hosted Thanksgiving in 2016 and b) 1,000 U.S. adults ages 18+ who participated in Thanksgiving but did not prepare or host the meal in 2016. The margin of error for both samples is +/- 3.1% at the 95% confidence level. The survey was fielded between January 17 and January 25, 2017.

Headquartered in Garner, N.C., Butterball is the largest producer of turkey products in the U.S. – producing more than 1 billion pounds of turkey each year. For more than 60 years, the company has provided foodservice and retail products to customers and consumers around the world. As an industry leader in quality, food safety and animal well-being, the company employs numerous processes to ensure the health of flocks and implements recognized prevention measures to exceed food safety standards. Butterball products are currently distributed throughout the U.S. and in more than 45 countries. Butterball operates seven processing plants located in North Carolina, Arkansas and Missouri.

For consumer questions or information, please visit Butterball.com or call 1-800-BUTTERBALL (1-800-288-8372). Visit ButterballCorp.com for corporate information about the company.

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