

Mr. Potato Head – History

Sixty years in the spotlight is no small potatoes! In 2012, the MR. POTATO HEAD toy celebrates his 60th anniversary – and over 100 million toys sold!



May 1, 1952: MR. POTATO HEAD makes history at an early age – he is the first toy ever advertised on network TV. This first MR. POTATO HEAD toy contained only parts and cost \$.98 (eyes, ears, noses, mouths, etc.); parents supplied children with real potatoes for the body.



February 14, 1953: In honor of Valentine’s Day, love is definitely in the air when MR. POTATO HEAD meets and marries MRS. POTATO HEAD – also introduced to the world as only a set of parts. The couple eventually has a crop of over a dozen small fries.



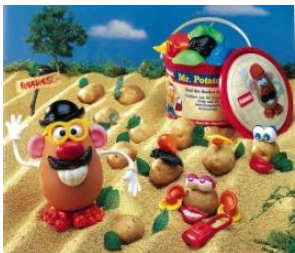
1964: Replacing the need for a real potato, the new MR. POTATO HEAD and MRS. POTATO HEAD toys come complete with a hard plastic body that holds the pieces inside.



1974: The MR. POTATO HEAD and MRS. POTATO HEAD toys molded plastic bodies double in size.

1986: The beloved toy is nominated for Mayor of Boise, Idaho.

1987: MR. POTATO HEAD surrenders his signature pipe to U.S. Surgeon General C. Everett Koop and becomes the official “spokespudd” for the American Cancer Society's annual Great American Smokeout campaign – a role he carried for several years.



1988: Mr. POTATO HEAD and “HIS BUCKET OF PARTS” toy are introduced, offering fans a bucket of fun, filled with many interchangeable parts.

1992: For his 40th birthday, the timeless tater gives up his “couch potato” status, receiving a Presidential Sports Award from the President's Council on Physical Fitness and Sports.



1994: The POTATO HEAD KIDS PAL toys are introduced. The small fry set consists of three plastic spuds, each complete with their own personalities and 15 differed interchangeable pieces.



1995: With a ground-breaking performance in Disney-Pixar’s “*Toy Story*,” one of the year’s top grossing feature films, the popularity of MR. POTATO HEAD soars at the box office – and toy stores.

1996: The MR. POTATO HEAD and MRS. POTATO HEAD toys join the League of Women Voters to promote the organization’s “Head for the Polls” campaign, spreading the word about the importance of voting to Americans nationwide.

1997–1998: The timeless tater’s popularity continues to sizzle as he stars in an extensive advertising campaign for the new Burger King french fries.



1999: Both MR. POTATO HEAD and MRS. POTATO HEAD characters are featured in Disney-Pixar’s “*Toy Story 2*”

2000: Maximizing on the success of Disney-Pixar’s *Toy Story 2*, MR. POTATO HEAD and MRS. POTATO HEAD toys don their best black tie garb and attend the Oscars. Also that year, MR. POTATO HEAD throws out the first pitch at a Cubs game at Wrigley Field – capturing the hearts of sports lovers everywhere.

July, 2001: MR. POTATO HEAD debuts as the star of a nationally syndicated daily comic strip written by Garfield creator Jim Davis and his creative partner Brett Koth.

2001: MR. POTATO HEAD joins other iconic products when he is inducted into Toy Hall of Fame.

2002: The spokespud celebrates his golden 50th birthday by receiving his AARP card and gives his fans a chance to win \$25,000 and gives the gifts of smiles by donating to Operation: Smile!



December, 2004: The MR. POTATO HEAD toy dresses up as the infamous DARTH VADER and becomes DARTH TATER with light saber, cape and helmet. He also dabbled in becoming other *STAR WARS* characters - Spudtrooper (2005), and Artoo-Potatoo (2006).

November, 2005: MR. POTATO HEAD makes his debut in the Macy’s Thanksgiving Day parade through a special partnership with the United States Potato Board. He has a special role as part of an initiative targeted to educate consumers about the nutritional benefits of the potato and the importance of a healthy lifestyle.



2008: The beloved character helps celebrate the 80th anniversary of PLAYSKOOL by throwing a potato party with the CELEBRATION SPUD toy. These special parts and pieces include a party hat, birthday cake and fire extinguisher to put out all those candles!



May, 2008: Somespuddy is always ready for an adventure! The spokespod is ready to join Indiana Jones in *Indiana Jones and the Kingdom of the Crystal Skull* as the TATERS OF THE LOST ARK toy with a treasure trove of accessories, including a “leather” jacket and Indy’s iconic whip and fedora, and hat that played iconic song.



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Summer, 2008: MR. POTATO HEAD embarks on an exciting journey in *The Adventures of Mr. Potato Head* traveling museum exhibit! With stops including Seattle, Alabama, and Mexico, he meets lots of his small fry fans!



2008: The MR. POTATO HEAD toy helps launch FAMILY GAME NIGHT on The HUB TV Network by being the spokespod for the show!



January, 2009: Hut, Hut, Hike! The MR. POTATO HEAD and MRS. POTATO HEAD characters are featured in Bridgestone Americas Tire Operations new commercial during one of the most watched sporting events in the world – Super Bowl XLIII! Mr. and Mrs. showed off their acting chops in the 4th highest ad on Ad meter rating.



2009: MR. POTATO HEAD. joins the digital world on Facebook! Now he can interact with his fans from all over the world!

July, 2009: The timeless tater gets glamorous and is featured in Barneys department stores window displays all across the U.S.!



July, 2009: MRS. POTATO HEAD meets some of her online fans as she flies into Chicago, IL to greet BlogHer '09 attendees!



June, 2010: The MR. POTATO HEAD and MRS. POTATO HEAD characters go back to work to star in the Disney-Pixar film, *Toy Story 3*!



June, 2010: The MR. POTATO HEAD and MRS. POTATO HEAD characters are featured as the WOODY’S TATER ROUNDUP, SPUD LIGHTYEAR and JESSIE THE SPUDSLINGIN’ COWGIRL toys, allowing fans of all ages to recreate their favorite Disney-Pixar’s *Toy Story 3* moments!

August, 2010: The MRS. POTATO HEAD character visits NYC to meet and mingle with her fans at BlogHer 2010!



2011: The MR. POTATO HEAD and MRS. POTATO HEAD characters get their first “bake-over” in 30 years – the spuds sprouted legs and sport a new, thinner look. No more couch potatoes!