



Start a Tradition, Give Thanks & Give Back®

About Turkey on the Table

Turkey on the Table is a decorative tabletop display that turns the practice of gratitude into action. The Turkey on the Table® Kit includes a "Turkey," a set of customizable Thankful Feathers®, a marker, and a heartwarming book. In addition, every purchase of a Turkey on the Table provides 10 meals to people in need through their partnership with Feeding America®.

Since 2015, Turkey on the Table has become a timeless Thanksgiving tradition that puts the "thanks" back in Thanksgiving! Each day of November, participants are encouraged to write what they're grateful for on a feather and add it to their Turkey. On Thanksgiving Day, friends and family gather around their "fully dressed" Turkey and read their feathers aloud.

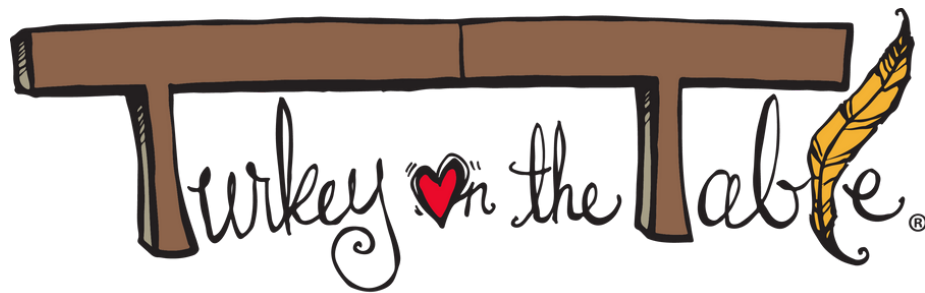
An assortment of replacement feathers and adorable accessories allow you to start your own Thanksgiving tradition for years to come.



What Makes Turkey on the Table Special?

- PEOPLE Magazine describes Turkey on the Table as, "A fun holiday tradition that makes it easy for kids and adults alike to remember that the whole point of Thanksgiving is to give thanks."
- Did you know gratitude is a learned behavior? As mothers of young children, good friends April George and Kerry Maunus wanted to create a fun family tradition that would teach their children a sense of gratitude and help others do the same. After agreeing that Thanksgiving was their favorite holiday, they workshopped several ideas, and Turkey on the Table was born!
- Turkey on the Table is more than a way to count your blessings—it's also a way to give back to people in need. For each Turkey kit sold, 10 meals are donated to people facing hunger through a partnership with Feeding America®, the nation's largest domestic hunger-relief organization. To date, over 1.3 million meals have been donated through Turkey on the Table sales. To learn more, please visit www.feedingamerica.org/ways-to-give/faq/about-our-claims.
- Turkey on the Table is a great addition to a dining room table, a classroom, or an office, and makes a great hostess gift.



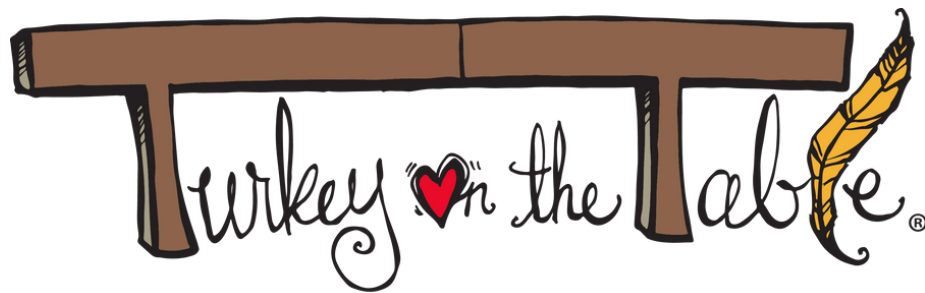


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Potential Topics

- 1 in 8 Americans are food insecure—here's a way to help them this fall
- Give thanks AND give back with this new family tradition
- The benefits of gratitude
- Establishing family traditions with meaning
- Here's a turkey you won't tire of this Thanksgiving
- Feed more than your family this Thanksgiving
- How to help your children practice gratitude
- How two moms are helping others Give Thanks & Give Back
- Help your family focus on what really matters this holiday season
- Combat holiday stress with gratitude
- Two entrepreneurial moms make an impact





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Suggested Interview Questions

- What's the story behind Turkey on the Table?
- What comes in a kit, and how does it work?
- What do your kids think about Turkey on the Table?
- You partner with Feeding America to help supply food to those who need it. Why Feeding America?
- Why is it important to you that your company gives back?
- What are some of the emotional or physical benefits of being grateful?
- What does one do with the feathers after Thanksgiving?
- What is your hope for families who buy a Turkey on the Table kit?

