

HARRY MOORE DESIGN

DIGITAL ILLUSTRATION • DESIGN • PACKAGING

KEEBLER COOKIES

July 3, 2003

Harry Moore Design provided design and illustration for Keebler's "Haunted Elfin Manor" Halloween store display. The display won a 2003 POPAI (Point-Of-Purchase Advertising International) *Best of Industry Gold Award*, and was a display of the year finalist in the Snack Products & Soft Drinks Category.

Keebler's new *Fudge Shoppe Clusters* and a limited edition packaging run of Keebler's *E.L. Fudge* cookies arrived on grocery stores shelves this summer, both with illustrations from Harry Moore Design.



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<http://www.harrymooredesign.com/POPAI.html>



DISNEY ADVENTURERS

July 3, 2003

Illustration and design for the *Disney Adventurers* T-shirts was provided by Harry Moore Design. Tarzan®, Peter Pan and Captain Hook are available at the Disney Store.

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 Tarzan® is ©Burroughs, Inc.
<http://www.harrymooredesign.com/DisneyAdventurers.html>



IN THE NEXT UPDATE:

Harry Moore Design will be working on a project for the National Dairy Council and the National Education Association. The goal is to create characters and activities that teachers will use to introduce the Food Guide Pyramid to students. The complete kit is to be distributed to 85% of all U.S. 2nd and 3rd grade classrooms by 2005.