



STATE OF TENNESSEE
PROCLAMATION
BY THE GOVERNOR

WHEREAS, in 1917, 100 years ago, a coal miner asked a traveling salesman from the Chattanooga Bakery for a snack “as big as the moon,” at which time Earl Mitchell reported this request back to the bakery owners; and

WHEREAS, the Chattanooga Bakery, owned by the Campbell Family, obliged with a tasty treat that was filling, fit in the lunch pail, and coal miners loved it; and

WHEREAS, that marshmallow and cookie sandwich, aptly named the MoonPie, grew to such prominence it has been celebrated in songs, books and festivals; and

WHEREAS, the Chattanooga Bakery, continuously owned by the Campbell Family for four generations, with President Sam Campbell at the helm during this centennial celebration of the MoonPie; and

WHEREAS, more than one million MoonPies are produced everyday with billions produced over the past 100 years; and

WHEREAS, each delicious MoonPie has been and continues to be *Made in Tennessee* for people all around the world to enjoy;

NOW, THEREFORE, I, Bill Haslam, Governor of the State of Tennessee, do hereby congratulate the Campbell Family and the Chattanooga Bakery for creating one of the best known confections in the world; and, furthermore, proclaim September 20, 2017 as a day to celebrate

100 Years of the Moon Pie

and encourage all citizens to join me in this delicious observance.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the official seal of the State of Tennessee to be affixed at Nashville on this twenty-fifth day of August, 2017.

Bill Haslam

Governor

Jae Kargath

Secretary of State