

**For Immediate Release**

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**WSU CREAMERY SOCIAL MEDIA REBRANDING**

WSU CREAMERY IS CONSOLIDATING AND REBRANDING THE HISTORICAL SHIPPING 'COUGAR CHEESE' AND 'FERDINAND'S CREAMERY' FACEBOOK PAGES

**PULLMAN, WA – April 25, 2018** – The WSU Creamery, known for its world famous Cougar Gold Cheese along with other flavors sold world-wide and at the physical Ferdinand's Ice Cream Shoppe location, is rebranding their [Cougar Cheese](#) and [Ferdinand's](#) Facebook accounts aligning social media messaging to our customers. Historically the shipping Cougar Cheese account was created in March 2009 to bridge the gap between WSU Creamery products and online sales. To better serve the WSU Creamery customers and followers it is beneficial for all in-store and online promotions and announcements to avoid duplication across multiple accounts

Looking forward, WSU Creamery customers and followers will benefit from receiving updates and promotions in one account by platform. Rebranding/Renaming of the social media accounts will take place toward the end of this fiscal year this summer, no action is necessary by current followers. Going forward, to connect with the WSU Creamery on our social media platforms use @WSU.Ferdinands and @CougarCheese. For any questions or concerns DM the WSU Creamery at [christina.rede@wsu.edu](mailto:christina.rede@wsu.edu).