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Turkey Day Answers Just a Text Away

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From MyFoxTampaBay Reports

Preparing your Thanksgiving Day meal could be even easier this year – thanks to a few text messages.

The Butterball Turkey Talk-Line isn't just about a toll free hotline anymore. The company recently launched its **new and improved web site**, which includes texts, virtual chats, podcasts and a mobile Web browser.

When Butterball started its holiday cooking hotline 28 years ago, the phone was the easiest way to give customers the advice they needed. But times have changed.

"This year, Butterball continues to evolve and reach new cooks with initiatives like turkey text messages, a new mobile Web site, and Web chats, so that we can provide Butterball's expert holiday advice the way modern cooks want it – available anytime and anywhere," Butterball Spokesperson Bridget O'Malley said.

Here's a closer look at some of the Turkey Talk-Line 2.0 features:

- Turkey Texts: Text the word TURKEY to the number 36888 from your cell phone. You'll receive shopping tips, thawing reminders and turkey temperature guidelines.
- Butterball Bloggers: read about their first-hand experiences or what they've learned while working at the hotline.
- Web chats: get virtual turkey help or e-mail your questions to talkline@butterball.com. For more information about all of the features – plus recipes, shopping lists, videos log onto www.butterball.com. Or you can call the toll-free hotline at 1-800-Butterball.

Other Thanksgiving Day Resources:

- Butterball Competitor Jennie O also has an online turkey guide, which includes how to thaw, cook and stuff a turkey, along with recipes and online videos. Just log onto www.jennieo.com, for more information.
- Eatturkey.com features everything you need to know about turkey, from recipes and preparation tips to cooking demonstrations.
- [Good Housekeeping](http://GoodHousekeeping.com) has several articles offering tips on everything from recipes, cleaning, music and table decorations.
- Do you know that the average Thanksgiving dinner has over 2000 calories? It can be a real challenge if you are watching your waistline. HealthCastle.com offers some eating tips and recipes so that you can still look good and be healthy after the Thanksgiving dinner without having to deprive yourself. If you're looking for help planning a traditional Thanksgiving dinner, [Mrs. Cubbison's](http://Mrs.Cubbison.com) has plenty of recipes and helpful cooking tips to make your day go smoothly.



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- Cooking a turkey.
- Buying a prepared meal.
- Going to see friends/family.
- Watching football.
- Not eating turkey.

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