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Retailers can Win Big with the Mango Mania Display Contest Set to Start in July

This year, everyone wins just by entering the contest!

Orlando, Fla (June 11, 2015) – The National Mango Board (NMB) will host their annual Mango Mania Display Contest throughout the month of July. More than \$10,000 in cash prizes will be awarded to 24 winners. New this year, everyone wins just by entering the contest; the NMB will send a \$15 Amazon digital gift card to the email address listed on each and every valid entry.

The contest is designed to help stores boost mango sales, while showcasing their creativity and educating shoppers about mangos. Stores can use the Point-of-Sale (POS) materials included in the Mango Mania Kit, which can be ordered online at mango.org/contest. Qualifying displays must be kept in place for at least one week between July 1 and July 31 and entries are due by August 24.

The contest will award more than \$10,000 in cash prizes, ranging from \$1,000 to \$200 per winner. These prizes will be awarded in two categories: one to six cash registers and seven or more cash registers, so that both small stores and large stores have a great chance of winning.

“The Mango Mania Display Contest creates a contagious level of excitement for mangos amongst U.S. retailers,” stated Rachel Muñoz, Director of Marketing for the NMB. “Engagement in the contest has grown to include more than 1,300 stores in 2014 with participating stores showing an outstanding mango volume increase of 138 percent!”

Retailers who wish to participate should visit mango.org/contest to get more information about the contest and order POS kits for their stores. The kit includes the contest flyer with the official rules along with a robust selection of POS materials, such as educational header cards for selecting and cutting, nutrition information and mango recipes.

Mango suppliers can help by telling their retailers about the contest and ordering POS kits for them at mango.org/contest

About National Mango Board

The National Mango Board is an agriculture promotion group, which is supported by assessments from both domestic and imported mangos. The board was designed to drive awareness and consumption of fresh mangos in the U.S. The superfruit mango contains 100 calories, an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor. Learn more at www.mango.org.