



Contact: Katie Ola
Fleishman-Hillard
(512) 495-7162
Katie.Ola@fleishman.com

The National Mango Board (NMB) Launches Free Materials to Introduce Kids to Mangos and Encourage Healthy Eating

Orlando, Fla (September 23, 2015) – The National Mango Board (NMB) has launched a new program to help introduce mangos to kids and encourage healthy eating at a young age. The new program includes a set of mango-focused materials, including lesson plans, activity sheets, and kid friendly recipes that Scholastic will help distribute to teachers, students, and their families this fall. The fun and engaging materials, including activity sheets and kid-friendly recipes, are available online through the Scholastic website <http://www.scholastic.com/teachers/article/magnificent-mango>.

Lesson one, "[My Fruitastic Life](#)," follows the mango's life as it travels from farm-to-table. In this lesson, children conduct basic research on mangos while exploring the different mango varieties, countries of origin, colors, shapes, flavors, and textures. Lesson two, "[Floating Fruits!](#)" engages children with several fruit experiments; teaching them the characteristics of mangos and the different forms of measurements, such as weight, volume, and density. The two take home activity sheets enable the entire family to participate in mango fun. The "[Mangos 101: Select, Slice, and Enjoy](#)" activity sheet educates the family on how to choose, store and cut a mango, while the "[Mmm, Mmm, Mangos](#)" activity sheet teaches kids and families the nutritional value of mangos as they follow directions to make delicious mango recipes.

"Research shows that one of the main barriers for consumers when it comes to mangos is the lack of knowledge about the fruit," stated Rachel Muñoz, Director of Marketing of the NMB. "It is therefore crucial for the NMB to educate kids about mangos and encourage usage, familiarity and exposure as part of their upbringing."

[Click here](#) to explore the world's most popular fruit with mango-themed family activities and materials. To learn more about the NMB and its programs, visit mango.org/industry.

About National Mango Board

The National Mango Board is an agriculture promotion group, 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.