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Mango Mania Display Contest Kicks Off in July for Small and Large Retail Chains

More than \$12,000 in cash prizes sponsored by the National Mango Board

Orlando, Fla (May 20, 2014) – The National Mango Board (NMB) will host the Mango Mania Display Contest throughout the month of July where more than \$12,000 in cash prizes will be awarded. The contest is designed to help stores boost mango sales, while showcasing their creativity and educating shoppers about mangos. This year, the contest will include small and large retail chains. All entries must be received by the NMB office by August 20, 2014.

Stores will be able to use the point of sale (POS) materials included in the Mango Mania Kit available to order online at www.mango.org/contest. The display must be kept in place for at least one week between July 1 and July 31, 2014 in order to qualify for the prizes. "This is the first year large retail chains will be able to participate in the contest and we are very eager to see everyone's creativity," said NMB Marketing Director Megan McKenna. "Participating in the contest can help increase small and large retail chain sales as well as educate our consumers about this delicious tropical fruit."

Prizes will be awarded by the NMB in four store categories:

- **Retailers with up to fifty stores**
 - One to six cash registers
 - Seven or more cash registers
- **Retailers with more than fifty stores**
 - One to six cash registers
 - Seven or more cash registers

The contest will award more than \$12,000 in cash prizes including: \$1,000 for first place, \$750 for second place, \$500 for third place, and \$200 each for four honorable mention winners. These prizes are available in each category. Retailers who wish to participate should visit www.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 several pieces of point-of-sale material, 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 www.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.



Mango availability per capita has increased 53 percent since 2005 to an estimated 2.87 pounds per year in 2013. Mango import volume for 2013 was 935 million pounds. Learn more at www.mango.org.