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Mangos: The Official Fruit of the National Women's Soccer League
The National Mango Board is ready to score big MANGOALS in 2015!

Orlando, Fla (May 26, 2015) – The National Mango Board (NMB) is proud to announce that mangos are the official superfruit of the National Women's Soccer League (NWSL). All season long the NMB is partnering with premier teams and athletes to showcase this nutritious and delicious fruit; scoring big with soccer fans at sampling events with player appearances, giveaways, social media engagement and much more!

The NMB's Consumer PR & Marketing Program is designed to increase mango awareness amongst consumers in the U.S. by using education initiatives such as how to choose, cut, and use mangos. Sampling events at key matches allow the NMB to reach a targeted audience of families and kids with fresh fruit samples to show how tasty, versatile and easy-to-use mangos are. The sampling match schedule is as follows:

2015 NWSL MANGO SAMPLING MATCHES
National Mango Board is coming to your town. We will be sampling mangos at these matches.

DATE	MARKET	MATCH	TIME
5/22	Boston	Boston Breakers vs. Sky Blue FC	7:00PM ET
7/15	Kansas City	FC Kansas City vs. Houston Dash	8:00PM ET
7/22	Portland	Portland Thorns FC vs. Seattle Reign FC	10:00PM ET
7/26	Seattle	Seattle Reign FC vs. Portland Thorns FC	7:00PM ET
8/1	Chicago	Chicago Red Stars vs. FC Kansas City	8:00PM ET
TBD	TBD	Championship Game	TBD

The NWSL sponsorship also includes mango signage in all team stadiums to be seen by more than five million fans on national broadcast stations, YouTube and live in-stadium. In addition, the NMB will share mango messaging and information about exciting giveaways of match tickets, soccer balls and jerseys on NWSL and individual teams' social media channels. Furthermore, fans will enjoy special player appearances as we continue to build excitement around mangos.

Retailers also have the opportunity participate in the action. Stores may utilize soccer-themed header cards with "how to cut a mango" for their mango displays, customized social media content and graphics, and may receive match tickets for in-store giveaways! Contact your mango retail account manager to find out how you can get involved.



Soccer + Mangos = MANGOOOAL!



“As the soccer culture grows in the U.S., we see a huge opportunity to engage and educate our consumers and retailers about mangos, utilizing a medium that is already getting a big buzz across the country,” stated Rachel Muñoz, Director of Marketing of the NMB. “This sponsorship will allow us to reach key audiences and celebrate summer by bringing the world’s love of mangos and soccer to the U.S.”

For more information about this exciting campaign and ways to get involved please visit mango.org/soccer. 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, 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.

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