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SHOOT FOR THE STARS WITH THE RISING MANGO STAR VIDEO CONTEST

One Lucky Aspiring Chef Cooks with Simply Delicioso Star Ingrid Hoffmann

Orlando, Fla. (May 7, 2008) – Who says adults get to have all the fun in the kitchen? The National Mango Board presents the Rising Mango Star Video Contest, a cooking contest for aspiring chefs ages 8-14 to show America their mad mango cooking skills. Starting May 7, 2008, kitchen wizards duke it out for the ultimate grand prize – a chance to appear with *Simply Delicioso* star Ingrid Hoffmann on television’s video magazine *Health & Home Report* in New York City!

“Ever since I needed a stool to reach my mom’s stove, I’ve enjoyed experimenting with delicious flavors and creating my own masterpieces in the kitchen” says Hoffmann. “The Rising Mango Star Video Contest allows aspiring young chefs to do the same. They will have an opportunity to construct their own delectable recipe using mango, and ultimately enter for a chance to prepare their creation with me in the kitchen.”

After dreaming up the perfect mango dish and capturing the preparation on video, kids can upload the video to YouTube.com, submit their entry via www.mango.org/risingstar, and see if their recipe and accompanying video make the cut. Submitted recipes can range from appetizers to desserts and anything in between, as long as they include fresh mangos. Children under the age of 13 must email **only** their first name and their parent or guardian’s email address to jango@mango.org. The National Mango Board will obtain consent from the parents for their children’s participation. When parental consent is received, instructions will be provided on how to enter.

With the contest entry closing on July 7, 2008, three finalists will be selected by the National Mango Board to fly with a parent or guardian to New York City in August to compete in a cook-off at The Institute of Culinary Education kitchens for the grand prize. The judge’s panel will include three celebrity chefs, including Ingrid Hoffmann, Chef Allen “The Mango Man” Susser, and Regina Ragone, food director of *Family Circle* magazine. The winner will star with Ingrid Hoffmann on a television’s

Health & Home Report preparing their winning recipe and earn the title of top mango chef. May the brightest mango star win!

Visit www.mango.org/risingstar for contest rules and guidelines, submitted videos, and progress of the contest.

For more information concerning entries by children under the age of 13, see our Notice to Parent and Legal Guardian regarding the Children's Online Privacy Protection Act ("COPPA") Policy at www.mango.org/risingstar.

About National Mango Board

The National Mango Board is a national promotion and research organization, 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. Mangos are an excellent source of vitamins A and C, a good source of fiber and an amazing source of tropical flavor.

Mango consumption per capita has quadrupled since 1990 to an estimated 2.2 pounds per year in 2007. Mango import volume for 2007 was 661 million pounds, 3 percent more than 2006 and 15 percent more than 2005. According to Consumer Research commissioned by the National Mango Board, 35% of U.S. customers purchased mangos within the past 6 months.

Learn more at www.mango.org.

About Ingrid Hoffmann

Growing up in her mother's kitchen, who is a Cordon Bleu chef, Ingrid discovered her passion for food and entertaining, developing dishes with a Latin twist. Hoffmann is the host of Food Network's *Simply Delicioso* as well as the hit series, *Delicioso* on the Spanish-language network, Galavisión/Univision, which is currently in its fourth season. More of Hoffmann's cooking and entertaining ideas are included in her debut cookbook, *SIMPLY DELICIOSO: A Collection of Everyday Recipes with a Latin Twist*, which was released in February 2008.

About Chef Allen Susser

National Mango Board spokesman, renowned author and owner of Chef Allen's Restaurant in Miami, Chef Allen Susser uses versatile mangos in many of his famous dishes. No wonder he's often referred to as "the Mango Man." Allen Susser established Chef Allen's restaurant in 1986 and has won accolades from local and national food writers: Food and Wine Magazine named Allen Susser as one of the top 10 New Chefs in America in 1991. He is the original author of *New World Cuisine and Cookery* (Doubleday, 1995), *The Great Citrus Book* (Ten Speed Press, 1997) and *The Great Mango Book*, (Ten Speed Press, 2001).

About Family Circle

Published 15 times a year by Meredith Corporation, with a circulation of 3.9 million and 21 million readers, Family Circle was recently recognized as one of the top 10 magazines on AdweekMedia's 2008 Hot List. Family Circle, one of the most widely read monthly magazines in the world, features in its pages and online at familycircle.com, smart, relevant advice, sensible solutions and inspiration in a voice that encourages and celebrates success. Family Circle has always been committed to women's issues and in 1973 became the first women's magazine to fully underwrite a professional women's sporting event, the Family Circle Cup, an annual women's tennis tournament held in April in Charleston, S.C., at Family Circle Magazine Stadium.

About The Institute of Culinary Education

Founded in 1975 by Peter Kump, The Institute of Culinary Education (ICE®) offers comprehensive career training programs in Culinary Arts, Pastry & Baking Arts and Culinary Management. With an in-depth, global curriculum, dedicated chef-instructors, a strong record in externships and placements and a clear entrepreneurial focus, ICE is widely recognized by top industry organizations as a premier pathway to begin or continue a culinary career. ICE was the winner of the International Association of Culinary Professionals' Vocational (2008) and Avocational (2003) Culinary School of the Year awards. In addition, ICE offers over 1,500 hands-on recreational cooking, baking and wine education courses to over 26,000 students, as well as hundreds of special events for corporations, individuals and the press each year. ICE is located at 50 W. 23rd Street in New York City. For more information, please visit www.iceculinary.com.

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