



Contact: Emily Ingle
Fleishman-Hillard
[512]-495-7172
emily.ingle@fleishman.com

NEW GEOGRAPHY GAME TEACHES KIDS ABOUT THE WORLD AND ITS MOST POPULAR FRUIT

National Mango Board Creates Interactive Game Featuring Lovable Mascot Jango Mango

Orlando, Fla. (January 7, 2009) – Jango Mango, the National Mango Board's global ambassador, provided the inspiration for an online game about geography, culture and the world's most popular fruit. The new Jango Geography game teaches kids about mangos and the countries from which they originate. The game takes children on a journey through the Amazon, across oceans and up lush mountains as each activity imparts a bit of mango-inspired culture.

“Jango Geography is first of all, a lot of fun. It also teaches kids about all the places where mangos are grown through facts, figures and memorable characters,” said Wendy McManus, director of marketing for the National Mango Board. “Kids are so comfortable with digital gaming and it’s such a compelling way to pique their interest in foreign countries as well as good nutrition.”

A few of the exciting learning opportunities they’ll encounter are:

- **Amazing Amazon Card Matching with Salvador the Snake in Brazil:** Kids practice knowledge retention and their short-term memory as they find matching cards with colorful Brazil-inspired characters.
- **Ultimate Mango Adventure with Peru Pete:** Motor skills come into play as kids maneuver Jango Mango across the jungle while collecting mangos.
- **Ecuador Turtle Race with Gail the Galapagos Turtle:** Hand-eye coordination is key as kids race Gail around the island enjoying a speed burst with each mango she eats.
- **Spot the Difference with Haiti Hal:** Children strengthen their detail and comparison skills by examining two brightly colored pictures to find the five differences.
- **Guatemala Catch-a-Mango with Miguel the Monkey:** Miguel challenges kids to improve their reaction time by catching the most mangos as he throws them from trees.
- **Mexico Mango Mountain Maze with Jango Mango:** Kids carefully maneuver through the maze--while thinking abstractly--so they don’t get stuck.

The interactive games are accompanied by fun mango details that pop up, educational maps and other quick facts to sharpen young minds plus an activity booklet that includes mango fun facts and coloring sheets. Kids can reference the activity booklet during the game and it's a perfect study buddy for the quiz that parents and teachers can easily download.

The new Jango Geography game is one of many programs that The National Mango Board offers on Mango.org. A kid-centric section called ManGO Kids houses a host of fun activities and educational materials. In fact, Jango Geography got its start during a partnership in 2007 with Scholastic's *Instructor* magazine that introduced and educated children about the world of mangos through activities in the classroom.

To play the Jango Geography game visit www.mango.org/geography and for more on the National Mango Board's mango ambassador, Jango Mango, please visit <http://www.mango.org/jango>.

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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.