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## **RISING MANGO STAR VIDEO CONTEST IS BACK FOR ITS SECOND COURSE**

*Kid's Creativity is the Recipe for Success in Mango Recipe and Video Contest*

**Orlando, Fla. (April 16, 2009)** –Back by popular demand, the National Mango Board announces the launch of the second annual Rising Mango Star Video Contest, a cooking contest for aspiring chefs ages 8-14. Starting April 16, 2009, talented young chefs will create mango masterpieces to compete for a trip to the finals at California School of Culinary Arts, Le Cordon Bleu Program, Pasadena | Hollywood and possibly earn a cash prize and the title of the 2009 Rising Mango Star.

“Last year’s group of entries for the Rising Mango Star Video Contest was so impressive, it’s amazing what kids can dream up in the kitchen,” says Wendy McManus, director of marketing for the National Mango Board. “It’s inspiring to see how excited kids get about the contest. We are happy to spark such creativity in the kitchen and further their knowledge of a healthy fruit like mangos.”

First, kids ages 8-14 get creative by making an original dish featuring fresh mango. They then create a seven minute video demonstrating how to make their mango marvel, upload it on YouTube.com and submit their entry on [www.mango.org/risingstar](http://www.mango.org/risingstar). Kids have a variety of choices for their signature dish from beverages to entrees to desserts, just as long as it features fresh mango. Children under the age of 13 must email **only** their first name and their parent or guardian’s email address to [jango@mango.org](mailto: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.

After the contest entry closes on June 30, 2009, three finalists will be selected by the National Mango Board. The finalists will win a trip to Hollywood with a parent or guardian to compete in a cook-off at California School of Culinary Arts, Le Cordon Bleu Program, Pasadena | Hollywood for the grand prize. The judge’s panel will include three culinary experts, including Chef Allen “The Mango Man” Susser, Regina Ragone, food director of *Family Circle* magazine and a mystery third judge to be

revealed at a later date. The winner will receive a \$500 cash prize and the title of the next Rising Mango Star.

“The most important thing for me with the contest was just to be myself and to put my own mango twist on a tropical recipe my family loves,” says Dean Sturt, winner of last year’s Rising Mango Star Video Contest. “It was so inspirational to be in a professional culinary environment and such an unforgettable experience. I wish the 2009 contestants luck!”

Visit [www.mango.org/risingstar](http://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](http://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 2008. Mango import volume for 2008 was 656 million pounds. Learn more at [www.mango.org](http://www.mango.org).

**About Family Circle**

Published 15 times a year by Meredith Corporation, with a circulation of 3.8 million and 21 million readers, Family Circle was recently recognized, for the second year in a row, as one of the top 10 magazines on Adweek’s 2009 Hot List. Family Circle, one of the most widely read monthly magazines in the world, features in its pages and online at [familycircle.com](http://familycircle.com), smart, relevant advice, sensible solutions and inspiration for women who make family their number one priority. 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 California School of Culinary Arts**

California School of Culinary Arts (CSCA) was established in 1994 in Pasadena, Calif., and formed a partnership with the internationally renowned Le Cordon Bleu. CSCA is an affiliate of Le Cordon Bleu Schools North America – one of the largest providers of quality culinary arts education. CSCA offers the prestigious Le Cordon Bleu Diplôme through three different programs: An Associate of Occupational Studies Degree in Le Cordon Bleu Culinary Arts, an Associate of Occupational Studies Degree in Le Cordon Bleu Hospitality and Restaurant Management, and a Diploma in Le Cordon Bleu Pâtisserie and Baking. CSCA is a member of the Career Education Corporation (NASDAQ:CECO) network of universities, colleges and schools. For more information, go to [www.csc.edu](http://www.csc.edu).

**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).

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