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### **Mango board's holiday video will benefit school**

The Orlando, Fla.-based National Mango Board will finish out the year in festive fashion with a unique holiday program that will benefit a school dedicated to the culinary arts, according to a news release.

The board and celebrity chef Ingrid Hoffman have partnered with Food and Finance High School in New York City to create a Holidays with a Latin Flair program, which will incorporate seasonal recipes with a donation to the school.

"Our Holidays with Latin Flair program is unlike any other marketing effort we've done before and further highlights the versatility of mangoes," Wendy McManus, marketing director for the National Mango Board, said in the release.

"We want consumers to be able to enjoy the taste of the tropics during the holidays by showing them how they can take mangoes into the next season," she said.

Hoffmann filmed a special how-to video on preparing her new holiday recipe called Snapper Pockets with Mango-Cilantro Mojo, which can be viewed on the Holidays with Latin Flair Web page on the board Web site – [www.mango.org](http://www.mango.org) -- and the National Mango Board YouTube channel.

The board has contacted food publications, newspaper food editors and online editorial sites to promote the video among their readers. The video also was released on a television and online segment that will run for two months to generate additional mango sales, according to the release.

Each time the video is viewed, the board will donate \$1 to the Food and Finance High School, up to \$5,000. The effort provides funds for the school while promoting the Holidays with Latin Flair recipes and promotes mango use during the holiday season, the release said.