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### **MANGOS MAKE THE HONOR ROLL WITH JANGO CHARACTER**

*Partnership between National Mango Board and Scholastic  
blends mangos, education and fun all into one*

**Orlando, Fla. (September 24, 2007)** – The National Mango Board (NMB) is introducing its Create A Mango Masterpiece activity as part of its mission to introduce mangos to children in a world of flavor, education and fun. As a result of its partnership with Scholastic - the global children's publishing, education and media company - an educational poster insert about the world of mangos, along with a Create A Mango Masterpiece activity can be found in the August edition of *Instructor* magazine, the leading professional magazine for teachers.

The customized classroom poster features Jango Mango, an original mango cartoon character and a vibrant, colorful map of Latin America. In the poster, the character highlights six countries where mangos thrive and grow and some of their most distinguishing landmarks such as Machu Picchu in Peru.

Teachers are able to find information and activities on the back of the poster including tips on how to eat a mango, nutrition information, the mango mash and a simple recipe students can make at home with their families. The poster's signature activity is the "Mango Fandango," a lively song and dance set to the popular Hispanic folk tune, "Cielito Lindo" ("Ay, yi, yi, yi"). The song and dance integrate educational messages into the lyrics, while providing a fun and creative way to inspire curiosity about mangos. Create A Mango Masterpiece is an arts-and-crafts project for children and adults to create their own mango character such as Mango Meow and Ms. Mangomerica.

"Mangos are a delicious, healthy option for kids, and they're so versatile that they can be easily worked into breakfast, lunch or dinner," said Wendy McManus, Director of Marketing, National Mango Board. "Mangos are the most popular fruit in the world, but many American kids have never tasted one. This activity can introduce kids to the amazing flavor of mangos while they learn about the geography and cultures of places where mangos are grown."

As part of the effort to reach children throughout the United States, NMB has gone digital, offering not only printable versions of the Scholastic poster for download, but bilingual games, quizzes, children's recipes and interactive videos of children making Mango Parfaits, Mango Mash and Mango Stackers with Chef Allan Susser, Miami restaurateur and mango aficionado, on the website [www.mango.org](http://www.mango.org).

### **About National Mango Board**

The National Mango Board is a national promotion and research organization supported by production assessments from both domestic and imported mangos. Per-capita consumption of mangos nearly tripled since 1992 reaching 1.9 pounds in 2005. Official figures for 2006 have yet to be released, but the year's record crop is expected to push per-capita figures above 2.0 pounds. Mango imports to the United States in 2006 reached 638 million pounds. 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 and a good source of fiber.

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