



Contact: Angela Serna
National Mango Board
(407) 629-7318 ext. 113
ASerna@mango.org

The National Mango Board Teams Up with Celebrity Cook and Superstar Mom Ayesha Curry

Ayesha will spread the love of fresh mangos with consumers in the U.S.

Orlando, Fla (May 9, 2017) – Ayesha Curry, star of the Food Network’s show “Ayesha’s Home Kitchen” and author of *The New York Times* bestselling cookbook “The Seasoned Life,” joins the National Mango Board (NMB) as their new spokesperson. The celebrity supermom and the NMB recently partnered up in New York City for a media day to meet with several national media outlets and ultimately reach consumers with mango messaging and Ayesha’s mango story. Resulting coverage will involve a mix of media platforms such as day-time television, web and social media channels in the U.S.

Mangos are rooted in Ayesha’s family tree, growing up with a Jamaican grandmother who had mango trees in her backyard. “I grew up eating mangos so I love that I can always get my hands on them year-round. Jerk chicken is a family-favorite recipe, and adding the sweet flavor of mango gives it a delicious twist,” expressed Ayesha to the NMB. In addition to her innate love of mangos, Ayesha’s passion for cooking extends through her family. Whether it is entertaining for gameday or cooking for her little ones, Ayesha tries new flavors and textures that incorporates mangos.





"Ayesha's culinary enthusiasm and genuine love for mangos make her a perfect fit for joining forces with the NMB," said Valda Coryat, Director of Marketing at the NMB. "She exudes great energy and brings a fun and innovative twist to home cooking that can inspire more consumers across the U.S. to experiment with fresh mangos in their homes."

During the media day, Ayesha conducted several interviews for popular food, lifestyle and entertainment outlets, sharing her favorite mango recipes such as [Mango Crab Avocado Salad](#), [Jerk Rubbed Chicken Skewers with Mango Salsa](#), [Honey Shrimp and Mango Stir-Fry](#), and [Mango Lemonade](#). Ayesha also shared insights on mango nutrition, selection, and varieties, while demonstrating easy steps on how to cut a mango.

Be sure to catch Ayesha Curry talk about mangos on the Rachael Ray Show on May 12, 2017. For more information, please visit [mango.org](#).

About the National Mango Board

The [National Mango Board](#) is an agriculture promotion group supported by assessments from both domestic and imported mangos. The board's vision, to bring the world's love of mangos to the U.S., was designed to drive awareness and consumption of fresh mangos in the U.S. marketplace. One cup of the superfruit mango contains 100 calories, 100% of daily vitamin C, 35% of daily vitamin A, 12% of daily fiber, and an amazing source of tropical flavor. Learn more at [mango.org](#).