



FOR IMMEDIATE RELEASE

MUSHROOM COUNCIL GOES PINK FOR BREAST CANCER

Partnership with City of Hope to support research on cancer and mushrooms

September 8, 2009 — The Mushroom Council is thinking “pink” this fall, and retailers nationwide will kick off Breast Cancer Awareness Month in October by partnering with the mushroom industry to pink their stores’ mushroom tills. Because mushrooms are a produce superfood, the Mushroom Council is proudly supporting the fight against cancer by providing \$50,000 to City of Hope’s research on breast cancer and mushrooms.

“Our latest research found that retailers who regularly promote mushrooms can increase sales in the produce department,” said Bart Minor, president and CEO, Mushroom Council. “This partnership with City of Hope provides retailers with the opportunity to implement a unique mushroom promotion that encourages increased usage among consumers while educating them about the groundbreaking research.”

Going pink allows retailers to showcase their dedication to the communities they serve by participating in programs important to their customers. Pink mushroom tills are an instant visual to help retailers raise customer awareness of their commitment to the fight against breast cancer, while providing additional incentive for mushroom purchases.

City of Hope is a leading research, treatment and education institution for cancer and other life threatening diseases, and has pioneered numerous lifesaving procedures that have advanced cancer treatment worldwide. Since 2002, the Mushroom Council has provided more than \$700,000 in grants to City of Hope for research on mushrooms and cancer.

As nature’s hidden treasure in the produce aisle, mushrooms offer many nutritional benefits while being a tasty, versatile addition to meals. Not only can retailers promote mushrooms this fall by going pink, but year round as a natural source of several nutrients.

For more information, including a list of participating mushroom growers, please visit www.mushroominfo.com.

About The Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information on the Mushroom Council, visit mushroomcouncil.org.

About City of Hope:

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope’s research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of “America’s Best Hospitals” in cancer and urology by *U.S. News & World Report*. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org.

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