



Going Pink for Profit: Additional Messaging Guidelines

Note: The Council has provided artwork for the official label representing the City of Hope pink campaign effort. The industry should feel empowered to use Council-provided materials or those from City of Hope to develop additional point-of-sale materials or on-pack labels. Below is some suggested language that may be used. Please let us know if you intend to develop any additional materials so we can coordinate with City of Hope on approvals if necessary.

Mushroom Council Additional On-Pack/Point-of-Sale Messaging Guidelines

- The Mushroom Council is proud to have provided \$50,000 to City of Hope’s research on cancer and mushrooms. Visit www.cityofhope.org for more information.
- The Mushroom Council has supported breast cancer research, in partnership with the City of Hope, since 2002.
- Mushrooms are low in calories, fat-free, cholesterol-free and very low in sodium, yet they provide several nutrients, including several B vitamins, antioxidants and vitamin D.
- Visit www.mushroominfo.com for recipe ideas and more information.
- Give a flavor and nutrition boost with Nature’s Hidden Treasure!
- Mushrooms are the number one source of the antioxidant ergothioneine and the leading source of the antioxidant selenium in the fruit and vegetable category.
- Mushrooms are the only fruit or vegetable with vitamin D. The top three selling mushroom varieties (button, crimini and portabella) have vitamin D ranging from 1 to 118 percent of the Daily Value (400 IU).