



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 Messaging Guidelines

- The Mushroom Council is proud to have provided \$50,000 to City of Hope’s research on cancer and mushrooms in 2011. Visit www.cityofhope.org for more information.
- The Mushroom Council is a proud supporter of breast cancer research at City of Hope, one of “America’s Best Hospitals” in cancer, according to *U.S. News & World Report*.
- Since 2002, the Mushroom Council has awarded City of Hope more than \$750,000 in grants for lab studies and pilot clinical trials on cancer and mushrooms.
- Follow the Mushroom Channel on [Twitter](#) and [Facebook](#) and visit www.mushroominfo.com for the latest news and recipes.
- Give your meals a flavor and nutrition boost with Nature’s Hidden Treasure!

Mushroom Council: Additional Background Messaging

- Mushrooms are the only source of vitamin D in the produce aisle, and one of the few non-fortified food sources.
- All mushrooms contain vitamin D, but growers also have the ability to increase D levels by exposing mushrooms to ultraviolet light.
- 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.
- Within the produce aisle, mushrooms are a leading source of the antioxidant selenium and one of the best dietary sources of the antioxidant ergothioneine.