

The Go Mambo! Tour Rolls into the Northwest

September 1, 2007 - Collingswood, NJ—This Fall *Go Mambo!* is spreading the natural and organic word—and free samples—directly to consumers throughout the Northwest. Look out for a brightly colored van with the words *Go Mambo!* on it.

The *Go Mambo!* tour hit the road in early September and will spend over a month traveling from retailer to retailer throughout major cities including Seattle, Portland, and Eugene—the van will be laden with a trove of free samples, coupons and product information from a number of leading natural and organic manufacturers. **Organic Valley, Kashi, Back to Nature, Oregon Chai, FruitaBü, Flora, Nature's Gate, Luna, Canus Goat's Milk, Chef Paul and Rudi's Bakery** are just a few of the companies participating in the tour. Once on-site, *Go Mambo!* sets up sampling tables and gives shoppers the opportunity to taste and test all kinds of natural and organic foods, beverages, health and beauty items and more.

This year the *Go Mambo!* tour is proud to announce their partnering with carbonfund.org, a not-for-profit organization that supports renewable energy, energy efficiency and reforestation projects globally that reduce carbon dioxide emissions and the threat of climate change. *Carbonfund.org* has made it possible to make this year's *Go Mambo!* tour Carbon Free resulting in an environmentally neutral sampling excursion.

Now in its third year, the *Go Mambo!* tour is the marketing brainchild of Mambo Sprouts; the nation's leading natural and organic marketing company. Each quarter, 1.3 million consumers pick up a Mambo Sprouts coupon booklet in-store. Over 800 manufacturers and retailers rely on Mambo Sprouts and its 385,000-name database, newsletters, web site and in-store promotional programs to build brand recognition among the nation's growing natural and organic consumer population.

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“*Go Mambo!* takes the Mambo Sprouts mission directly to the people,” observes Matthew Saline, CEO of the 11-year old company. “There’s no better way to build relationships between consumers and our clients’ brands than by handing them a free sample while answering their questions.” Saline goes on to say that the natural and organic consumer tends to be information-hungry. “They want to know where their food comes from, what’s in their skin cream and shampoo and whether or not their coffee company practices fair trade.”

Saline also expresses his excitement for the tours relationship with carbonfund.org and thinks, “making the *Go Mambo!* tour Carbon Free is an innovative way to provide an eco-friendly tour while still catering to a consumer market that is always on the move.” Supporting the environment, sampling products and receiving health information pique consumers’ interest, while coupon books handed out at the sampling table, provide them with a money-saving reason to purchase the products right then and there.

In addition to local supermarket and natural food stores, the *Go Mambo!* team will also make appearances at special events and festivals. For more information, and a tour schedule, visit www.mambosprouts.com.

ABOUT MAMBO SPROUTS: Mambo Sprouts is the nation’s leading natural and organic marketing company. Through a unique combination of education, information and promotion services, Mambo provides a direct link between the natural and organic consumer, product manufacturers, and retailers.

Mambo Sprouts publishes client-branded newsletters, e-newsletters, direct mail, brochures and online content (www.mambosprouts.com) that include the latest information on natural and organic foods and products along with tips, recipes and recommendations for living a healthy, natural life.

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press release

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Online and offline couponing as well as retail sampling and *Go Mambo!*—the company’s popular mobile sampling program—provide interested consumers strong incentives to become customers.

ABOUT CARBONFUND.ORG: *Carbonfund.org* is the country’s leading carbon reduction and off-set organization with offices in the Washington DC area and San Francisco. *Carbonfund.org* educates the public about the dangers of climate change and makes it easy and affordable for individuals, businesses and organizations to reduce their climate impact. *Carbonfund.org* is reducing the threat of climate change by promoting cost-effective carbon reductions and supporting renewable energy, energy efficiency and reforestation projects globally that reduce and offset carbon dioxide emissions. *Carbonfund.org* works with over 150 corporate and non-profit partners including the Earth Day Network, National Wildlife Federation, Dell Computers, Lancôme Cosmetics, and Working Assets. Learn more at www.carbonfund.org.