

The Go Mambo! Tour Rolls into the Northwest

July 20, 2008 – Collingswood, NJ—This Summer *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 hits the road in mid-July and will spend over a month traveling from retailer to retailer throughout major cities including Seattle, Portland, and Bend – the van will be laden with a trove of free samples, coupons and product information from a number of leading natural and organic manufacturers. **Clif Kid, Organic Valley, Kashi, Back to Nature, Ian's, FruitaBü, Nature's Gate, Balance, and Luna**, 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.

Once again 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 fourth 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 12-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 and with food and gas prices on the rise, they are looking for cost savings more than ever. “They also 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.

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press release

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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. 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 offset 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 <http://www.carbonfund.org>.

