

BRISBANE



MARKETS

MEDIA RELEASE

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Queensland's favourite summer fruit causes 'Mango Madness' - Annual auction helps children in need

WARNING! 'Mango Madness' is spreading! The symptoms: An insatiable hunger for Queensland's favourite summer fruit and a desire to help those in need. Known cures: Those affected have paid up to \$5000 a piece, or \$60,000 to get their hands on a tray of the golden-hued delights and to support worthy Queensland charities

In one of Brisbane's most celebrated charity events, Brisbane Markets Limited will once again play host to a 'Mango Madness' frenzy at the eighth annual Mango Auction, on Friday 7 October.

Brisbane's most generous will vie for the symbolic 'first tray' of mangoes for the season with reigning 'Mango King' Sam Mangano planning to retain his crown.

"There was some extremely fierce bidding last year. So, I'm expecting the same again for 2005 and I'm ready to put in a fight. People are constantly asking me what I'm prepared to pay for a box of mangoes, but anyone who has visited the children benefiting from the money raised would know it's not just about the fruit," Mr Mangano said.

Following the auction's tradition of helping children in need, Brisbane Markets Limited CEO Andrew Young said he was thrilled to donate all proceeds from this year's auction to drug prevention advocates Life Education Queensland and Redkite (the new name for The Malcolm Sargent Cancer Fund for Children), which provides emotional and financial support to children affected by cancer and their families.

"Everyone knows fruit is good for you, but it's unbelievable to think a tray of mangoes can make such a difference in young people's lives. It's a pleasure for Brisbane Markets to encourage the market community to raise funds for young people in need," Mr Young said.

"Last year the winning bid was \$60,000 - a world record for a tray of mangoes. For 2005 we're hoping to raise the bar for the charities and really celebrate the arrival of Queensland's favourite summer fruit."

This year's Mango Madness spectacle is set to be the biggest yet, promising mango lovers a feast of sporting celebrities, Harley-Davidsons and Bartercard Miss V8 Supercar Girls - not to mention plenty of delicious golden goodies.

The morning's activities will also feature celebrated chefs from Brisbane and the Gold Coast, including Seasalt's Russell Armstrong and Alastair McLeod from Bretts Wharf, creating and showcasing mango inspired cuisine.

To be a contender for the prestigious title of Mango King 2005 and to help raise money for kids in need, be at Brisbane Markets, Sherwood Road, Rocklea at 7.15am Friday 7 October 2005

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