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National Mango Board partners with Ole Miss

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The [National Mango Board](#) has partnered with the University of Mississippi (Ole Miss) Athletics and will now sponsor all Ole Miss football and basketball home games for the 2024-25 season. This partnership kicks off with the highly anticipated Ole Miss vs. Middle Tennessee State football game on Sept. 7, where the National Mango Board will serve as the official game sponsor.



This enhanced partnership signifies a major milestone for the National Mango Board, further integrating its mission to promote the health benefits and delicious taste of mango with the vibrant energy of collegiate sports.

Dan Spellman, director of marketing for the National Mango Board, expressed his enthusiasm about the partnership and the upcoming sports season: "We are looking forward to kicking off our partnership with Ole Miss Athletics, extending our support to all football and basketball home games for the 2024-25 season. This collaboration allows us to celebrate the joy of mango with an even larger audience. We look forward to engaging with the Ole Miss community, enhancing their game-day experiences with our refreshing fruit."

As part of the sponsorship, the National Mango Board will be involved in various promotional activities throughout the football and basketball seasons, aiming to increase awareness about the versatility and health benefits of mango among students, athletes and fans. Each home game will feature unique mango-themed experiences, making every visit to Vaught-Hemingway Stadium and the SBJ Pavilion at Ole Miss memorable.

"We are thrilled to expand our collaboration with the National Mango Board to include all home games for both football and basketball," said Chris Helsel, general manager of Ole Miss Sports Properties. "Their dedication to promoting healthy living aligns perfectly with our values, and we look forward to a successful partnership that benefits our fans and student-athletes throughout the entire season."

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