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TOP 25 REASONS TO CELEBRATE MUSHROOMS, THE ULTIMATE FUN-GUY (FUNGI)

Mushrooms get Festive this Fall for the 25th Annual Mushroom Festival and Breast Cancer Awareness

September 9, 2010 – Mushrooms are considered Nature’s Hidden Treasure and the star of the produce aisle thanks to their nutrition, value and versatility. To celebrate the friendly fungi, Kennett Square, Pennsylvania – the Mushroom Capital of the World – will host the [25th Annual Mushroom Festival](#), September 10-12. In honor of the festival’s anniversary, below for your reading pleasure are the **top 25 reasons and ways to celebrate mushrooms every day, every way!**

- 1. Mushrooms are the only fresh fruit or vegetable with bone-strengthening vitamin D, thanks to a plant sterol – ergosterol – that converts to vitamin D when mushrooms are exposed to sunlight.**
- Bella Italia restaurant in Port Angeles, Washington is known for its “Twilight Mushroom Ravioli,” the dish that *Twilight* character Bella orders while dining there with Edward in the first *Twilight* novel.
- 3. From September 15 thru November 15, mushroom growers nationwide will sell mushrooms in pink containers in recognition of National Breast Cancer Awareness Month and the Mushroom Council’s commitment to [breast cancer research at City of Hope](#).**
- According to consumer studies, mushrooms are among the three most popular vegetables in the United States along with tomatoes and broccoli.
- Mushrooms are low in calories, fat free, and can be an effective substitute for meats, thanks to their hearty and fulfilling nature.
- Cook with mushrooms every day, every way! Use them to top off burgers, steak, pizza and fish. Add them in soups, omelets, stir fries, pasta, rice, salads and kebobs. Swap mushrooms for meat in sandwiches, burgers, or meatballs.
- 7. Scientists at City of Hope were some of the first to study the potential effects of white button mushrooms on cancer and are now applying this research to human clinical trials. Visit [MushroomInfo.com](#) for more information.**
- California ‘gurl’ Katy Perry considers mushrooms to be her secret to staying slim and one of her favorite foods, according to BangMedia International.
- Cap off grilling season with a delicious recipe for [Quick and Easy Barbecue Pork and Mushrooms](#).
- 10. Top experts, including Shiuan Chen, PhD; Michael Holick, PhD, MD; Lawrence Cheskin, MD, FACP; and Mona Calvo, PhD; will present their research on the nutritional benefits of mushrooms at the 25th Annual Mushroom Festival. Learn more about their festival appearance by visiting [www.MushroomFestival.org](#).**
- Mushrooms are so cool that they have a dedicated and delicious blog (the [Mushroom Channel](#)) and profiles on [Facebook](#) and [Twitter](#). Check it out for up-to-minute recipe ideas, nutrition updates and more!
- Mushrooms are unique for their umami content, meaning that “savory,” “brothy” or “meaty” taste.
- 13. Bloggers from the U.S., Canada and Australia are currently competing in the “Mushroom Masters: A Tournament of Taste” – a month-long competition with a mushroom twist, running on [www.TasteSpotting.com](#). Each week in September bloggers compete against each other in categories such as the Portabella Playoff, Button Battle and Shiitake Showdown to see who can create and photograph the best recipe. Fans can vote for their favorite photo.**
- Mushrooms appear on more restaurant menus than ever before! Since 2005, there has been a 12.5 percent increase in mushrooms on menus.
- Warm up the party with [Grilled Portabella Caps Stuffed with Herb Cheese](#) appetizers. This recipe is sure to please the crowd.

16. Show your heart some love with mushrooms... they're cholesterol-free! A study published in the July issue of the *Nutrition Journal* indicates that mushrooms may have a potential effect on cardiovascular disease. Visit MushroomInfo.com for more information.
17. Ancient Egyptians believed mushrooms were the plant of immortality, according to the hieroglyphics of 4,600 years ago.
- 18. Mushrooms provide B vitamins, including riboflavin, niacin, and pantothenic acid, which help to provide energy by breaking down proteins, fats and carbohydrates.**
19. Mushrooms are already low in sodium, plus their umami counterbalances saltiness and allows up to a 50 percent salt reduction without compromising flavor.
20. Mushrooms are the best dietary source of the antioxidant ergothioneine, which is known for its role in immunity.
21. You're sure to be in good company: nearly six out of every ten people have consumed mushrooms within the past week.
- 22. Within the produce aisle, mushrooms are a leading source of the antioxidant selenium, which helps strengthen the immune system and protect body cells from damage that might lead to chronic diseases.**
23. Mushrooms have been "green" for millions of years. In the forests they reduce, reuse and recycle natural waste materials. These days, modern mushroom farmers incorporate green habits into their farms.
24. Satisfy morning hunger with the grab-and-go [Mushroom and Egg Wrap](#). This recipe will get you fired up for the day.
25. Mushrooms are a staple for every kitchen: they can star as the feature ingredient, or pair with nearly any dish. Host a "Mushroom Mania" dinner party featuring a mushroom dish in every course!

For more information, recipes and blogs, visit www.mushroominfo.com, or follow the Mushroom Channel on [Twitter](#) and [Facebook](#).

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About The Mushroom Council:

The Mushroom Council is composed of fresh market producers or importers who average more than 500,000 pounds of mushrooms produced or imported annually. The mushroom program is authorized by the Mushroom Promotion, Research and Consumer Information Act of 1990 and is administered by the Mushroom Council under the supervision of the Agricultural Marketing Service. Research and promotion programs help to expand, maintain and develop markets for individual agricultural commodities in the United States and abroad. These industry self-help programs are requested and funded by the industry groups that they serve. For more information on the Mushroom Council, visit mushroomcouncil.org.

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