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NEWS RELEASE

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ARUGULA GROWERS OF AMERICA ANNOUNCE SURPRISING CONTEST

TEMPE, A.Z. – The Arugula Growers of America have announced that they are holding a 24-hour arugula eating challenge, named the AGA challenge, beginning at midnight this Saturday, Aug. 26 in an attempt to gain nationwide popularity. Arugula, a leafy vegetable known for its spicy taste and various health benefits, is not typically involved in mass consumption. The challenge requires participants to document themselves eating as much arugula in a 24-hour span as they physically can, and upload their evidence to the AGA website. The winner of the AGA challenge will receive free, freshly-grown arugula for life and a \$10,000 cash prize.

Jaime Perdue, founder of AGA, said: “Look, you ask half of this country what arugula is and they’ll look at you like a deer in headlights. We know how delicious it is, and it’s time for America to realize too.”

The AGA challenge hopes to draw in the most diverse crowd possible. Anyone who could be exposed to this food for the first time is expected to participate or at least pay some attention to the challenge. The AGA challenge has two great rewards as incentives for participants, but the ultimate goal is to create repeat arugula eaters for life.

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About Arugula Growers of America

Founded in 1988, AGA works to support healthy eating initiatives while increasing fresh produce sales for arugula farmers nationwide. By campaigning for fresh arugula and continuing to boost the vegetables popularity, AGA is creating a healthier America one step at a time. For more information, visit www.arugulagrowers.org or call 480-359-2188.

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