



MEDIA RELEASE

Kim McCosker appointed Aussie Mandarin Ambassador

Co-founder of Australia's number one selling cookbook, 4 Ingredients, and popular television identity, Kim McCosker, has officially been appointed the ambassador for Citrus Australia's 2011 Aussie mandarin campaign.

CEO of Citrus Australia, Judith Damiani, said Kim would bring a new and exciting element to the campaign, which would include the development of a new range of mouth watering mandarin inspired recipes.

"This is the first time Citrus Australia has appointed a mandarin ambassador and we're delighted that someone with Kim's skills and passion will be working with us to promote such an Aussie favourite," Ms Damiani said.

"She will certainly help raise awareness of the many wonderful cooking uses for mandarins and I'm sure her recipes will inspire people to get into the kitchen and start creating their own mandarin inspired masterpieces."

Kim said she's always had a passion for citrus, having been raised on a citrus farm in Mundubbera, Queensland. The Sunshine Coast based mother of three said the experience allowed her to see first-hand the high quality of Australian grown citrus.

"It's an honour to work with an industry I hold so dear to my heart. Citrus Australia has been a part of my family for many years and this will be a great opportunity for me to show everyone how versatile our Aussie mandarins can be," Mrs McCosker said.

"Citrus growers across Australia work very hard to produce beautiful fruit and I'm really looking forward to getting into the kitchen and celebrating this wonderful citrus fruit," she said.

The Aussie mandarin season runs from April to October, with fruit volume, quality and price unlikely to be affected by recent floods in Queensland and Victoria.

Media Contact; For further information or to arrange an interview please contact Belinda Zordan at Clemenger Public Relations on 07 3833 3666.

About Kim McCosker

Kim McCosker and fellow co-founder Rachael Bermingham launched '4 Ingredients' in 2007. The book quickly became an essential household item, becoming Australia's biggest selling book in 2008. On the back of its extraordinary success, Kim and Rachael have now launched 3 other books, filmed two television series also titled '4 Ingredients' for the Lifestyle Channel that are now viewed in 20 countries, launched a cookware range and created one of the most popular 'lifestlye' iApps in Australia.

For further information visit www.4ingredients.com.au or facebook/4ingredients.