



To: Newsroom Directors and Assignment Editors

For Immediate Release:
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It's never too hot for cool, crisp watermelon! **Join us for the annual *Watermelon on the Boardwalk*.**

WHO: Matt Denn, Lt. Governor (12:30 PM – 2 PM)
Ed Kee, Secretary of Agriculture (12:30 PM – 2 PM)
Jordan Calloway, Mar-Del Watermelon Queen
Whitney Conner, National Watermelon Queen

WHAT: Annual Watermelon on the Boardwalk
The Delaware Department of Agriculture and the Mar-Del Watermelon Association will be handing out free slices of cool, crisp watermelon to all that stop by the booth.

WHEN: 11 AM – 2 PM
August 3, 2011

WHERE: Boardwalk, Rehoboth Beach,
Delaware

Watermelon is a very important crop for Delaware. There are more than 2,500 acres planted each year which yield more than \$10 million. Delaware watermelons are shipped to millions of consumers throughout the eastern United States and in Canada. Watermelon on the Boardwalk is held each year to raise consumer awareness of this healthy, nutritious fruit, which has no fat, no cholesterol, is 95% water, is very high in potassium and only has 45 calories per 5 oz serving.

Matt Denn, Lt. Governor said, “I am happy to be celebrating two Delaware favorites – the Rehoboth Beach Boardwalk and locally-grown watermelon. Both are important to our economic vitality and – let’s be honest – both make us happy.”

