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CALIFORNIA AVOCADOS TAKE TO SOCIAL FOR WINTER GAMES *Commission promotes California avocados for recovery nutrition*

IRVINE, Calif. (February 26, 2018) – With the winter games capturing the attention of the nation and the world, the California Avocado Commission (CAC) created a social media marketing campaign to help kick off California avocado season. The program started a few days before the games' opening ceremony and showcased California avocados leading into their 2018 season, taking advantage of the social engagement the event generates.



The initial stage of the campaign centered on the official start of the games. As different nations' teams entered the arena during the winter games opening ceremony prime-time event, CAC shared tweets highlighting California avocado guacamole recipes that feature ingredients specific to the entering country. To increase consumer engagement, the tweets tagged each respective country's Olympic committee using the #OpeningCeremony hashtag, along with CAC's own #OpeningSharemony hashtag. Leading up to this activation, CAC shared and promoted teaser videos on Facebook, Twitter and Instagram to spark excitement.

“The Opening Ceremony is the most tweeted-about moment of the winter games, and we wanted to ensure that California avocados were a part of that conversation,” said Jan DeLyser, California Avocado Commission vice president marketing. “With nearly 50,000 video views and 200,000 social impressions in just the first few days, CAC’s program was effective and very efficient.”

CAC’s winter games social program continued through the closing ceremony of the winter games on February 25. One component featured communications by renowned registered dietitian Mitzi Dulan, who is an award-winning sports nutritionist and a best-selling author.



Mitzi Dulan

Dulan created several post-exercise recovery recipes and tips featuring California avocados, including *California Avocado Pineapple Recovery Smoothie*. She shared these usage ideas via CAC’s social channels and blog during the winter games, noting that avocados can act as a "nutrient booster" by helping to increase the absorption of fat-soluble nutrients such as vitamins A, D, K and E.

Dulan was the team sports nutritionist for the 2015 World Series Champions, Kansas City Royals, working with them for 11 seasons and was the team nutritionist for the Kansas City Chiefs over eight seasons. Her posts on behalf of the Commission utilized her sports nutrition expertise and showcased easy recipes for athletes of all levels.

About the California Avocado Commission

Created in 1978, the California Avocado Commission strives to enhance the premium positioning of California avocados through advertising, promotion and public relations, and engages in related industry activities. California avocados are commercially cultivated with uncompromising dedication to quality and freshness, by more than 2,000 growers in the Golden State. The California Avocado Commission serves as the official information source for California avocados and the California avocado industry. Visit

CaliforniaAvocado.com, or join us on [Facebook](https://www.facebook.com/CALIFORNIAAVOCADOS) at [Facebook.com/CALIFORNIAAVOCADOS](https://www.facebook.com/CALIFORNIAAVOCADOS) and [@CA_Avocados](https://twitter.com/CA_Avocados) on [Twitter](https://www.pinterest.com/CA_Avocados), [Pinterest](https://www.pinterest.com/CA_Avocados) and [Instagram](https://www.instagram.com/CA_Avocados) for updates.

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