

NEWS RELEASE

National Watermelon Promotion Board FOR IMMEDIATE RELEASE

Contact: Stephanie Barlow, Senior Director of Communications
Phone: 407-657-0261 ext. 202
Email: sbarlow@watermelon.org



Watermelon, Milestones and Marines: NWPB Marks 12 Years at Marine Corps Marathon

Team Watermelon Distributes Fresh Watermelon to 50th Anniversary Runners

Winter Springs, FL – October 27, 2025 – Few things taste better after 26.2 miles than ice-cold watermelon. That's why the National Watermelon Promotion Board (NWPB) is proud to be back at the Marine Corps Marathon (MCM) Finish Festival, giving away 10 pallets of fresh watermelon to thousands of runners from all 50 states and internationally. This year's race is especially meaningful as the Marine Corps Marathon celebrates its 50th anniversary, and once again, it's a sold-out event.

For 12 years, NWPB has supported the "People's Marathon," creating a finish-line tradition that runners have come to look forward to almost as much as the medal. Team Watermelon, which is made up of NWPB staff along with national and state watermelon queens and coordinators, has welcomed finishers with bright red slices that have become a signature of the Finish Festival. Runners eagerly line up for this refreshing bite that's equal parts recovery fuel, hydration, and reward. Beyond the health benefits, watermelon delivers a moment of simple joy after months of training and hours of determination on the course.

"This marathon is about perseverance, pride, and community, and watermelon fits right into that spirit," said Stephanie Barlow, Senior Director of Communications at NWPB. Barlow, who has spearheaded the Board's participation from the get-go, also adds that "Watermelon is hydrating, naturally sweet, and a reminder to celebrate the accomplishment. We love being part of that moment when runners can finally relax and enjoy."

This year, Syngenta Vegetable Seeds, a company dedicated to developing and providing high-quality seeds for many of the vegetables people enjoy every day, is joining in the effort with a sponsorship to help NWPB share watermelon with the running community. Their support underscores a shared commitment to everyday nutrition and wellness.

Rebecca Wente, Syngenta's Watermelon Product Specialist and avid runner, will be participating in the MCM Virtual 10k. She said, "Whether I'm crossing a finish line or spending a long day in the field, nothing beats a juicy slice of watermelon. That's why we're so proud to sponsor the National Watermelon Promotion Board in support of this marathon. This event celebrates dedication and perseverance, which are values we see every day in both runners and the farmers who grow the food that fuels them."

For more information about the Board's participation in Marine Corps Marathon, contact Stephanie Barlow, Senior Director of Communications at sbarlow@watermelon.org. Google drive with [supporting images can be found here](#).

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About National Watermelon Promotion Board

The National Watermelon Promotion Board (NWPB), based in Winter Springs, Florida, was established in 1989 as an agricultural promotion group to promote watermelon in the United States and in various markets abroad. Funded through a self-mandated industry assessment paid by nearly 700 watermelon producers, handlers and importers, NWPB mission is to increase consumer demand for watermelon through promotion, research and education programs.

A serving of nutrient-dense watermelon provides an excellent source of Vitamin C (25% DV), a source of Vitamin B6 (8% DV), and a delicious way to stay hydrated (92% water), with only 80 calories per 2-cup serving. Watermelon consumption per capita in the United States was roughly 15.6 pounds in 2024. Watermelon consumption in the United States was nearly 5.3 billion pounds in 2024. Additionally, the United States exported 400 million pounds of watermelon. For additional information, visit www.watermelon.org.

About Syngenta

Syngenta is a global leader in agricultural innovation with a presence in more than 100 countries. Syngenta is focused on developing technologies and farming practices that empower farmers, so they can make the transformation required to feed the world's population while preserving our planet. Its bold scientific discoveries deliver better benefits for farmers and society on a bigger scale than ever before. Guided by its [Sustainability Priorities](#), Syngenta is developing new technologies and solutions that support farmers to grow healthier plants in healthier soil with a higher yield. Syngenta Crop Protection is headquartered in Basel, Switzerland; Syngenta Seeds is headquartered in the United States. Read our [stories](#) and follow us on [LinkedIn](#), [Instagram](#) & [X](#).