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Contact: George Szczepanski

863-937-8418

george@nwawatermelon.com

National Watermelon Association Crowns Elanie Mason as 2025 National Watermelon Queen

Austin, TX – The National Watermelon Association (NWA) proudly announced the crowning of **Elanie Mason** as the **2025 National Watermelon Queen** during its annual National Convention in Austin, Texas. Elanie, who previously served as the Florida Watermelon Queen, will now take on the role of the watermelon industry's official promotional ambassador for the next year. Her experience representing Florida will serve her well as she embarks on a nationwide journey to promote watermelon, engage with consumers, and support the industry's marketing and educational efforts.

The crowning was the culmination of a competition between Elanie and the other state watermelon queens, all of whom showcased their knowledge, poise, and passion for the industry. The contest was highly competitive, with an exceptional group of dedicated and talented candidates vying for the honor. "We are thrilled to have Elanie represent the watermelon industry as our 2025 National Watermelon Queen," said Kerri Lee Wiggins, NWA Promotions Coordinator. "Her enthusiasm, experience, and love for this industry make her an outstanding choice for this role. I'm also incredibly proud of Jules Singley, our outgoing 2024 National Watermelon Queen, for her dedication and grace over the past year. She set an incredible example, and I know Elanie will carry on that tradition beautifully."

As the National Watermelon Queen, Elanie will travel across the country, advocating for the industry, attending events, media appearances, trade shows, and in-store promotions to share the joy and benefits of watermelon with consumers and industry partners alike.

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About NWA: Since 1914, the National Watermelon Association (NWA) has been the voice of the watermelon industry in the U.S. NWA's hundreds of members represent the watermelon industry, including growers, shippers, and key suppliers. With a strong presence in over 30 states, Canada, and Mexico, and bolstered by regional chapters across the United States, NWA's purpose is to advocate for the watermelon industry's holistic well-being, from production to consumption. Learn more at www.watermelon.ag.



Photo: Elanie Mason, crowned 2025 National Watermelon Queen at the NWA National Convention in Austin, TX.