



news release

For immediate release

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WHOLE FOODS MARKET AND THE NEW CHILDREN'S MUSEUM ANNOUNCE YEAR-LONG PARTNERSHIP

Whole Foods Market® is Title Sponsor of Toddler Programming and Cooking Series

May 12, 2014 – Downtown San Diego – The New Children's Museum and Whole Foods Market kicked-off their year-long partnership with the presentation of a \$18,695 check \$18,695 to the Museum, which will help fund monthly toddler programming and a new parent/child cooking series, as part of the Museum's recently launched food-related exhibition *Feast: The Art of Playing With Your Food*. Whole Foods Market's San Diego store and its shoppers community raised the funds through its 5% Day held on XX, donating 5% of its after tax profits from the day's sales to the Museum.

"Whole Foods Market strives to make a difference in the communities we serve," said Maria Mugica, Marketing Field Associate for Orange County and San Diego for Whole Foods Market. "Partnering with The New Children's Museum to sponsor their toddler and family-specific programming helps us further our mission to promote the health, well being and healing for the children of San Diego."

The New Children's Museum hosts weekly facilitated **Toddler Programming** that values the whole child and supports healthy bodies and minds, with music, movement and social play for young children. The Whole Foods Market sponsorship includes program funding for one Friday (the third Friday) each month. More information is available at thinkplaycreate.org/toddlers.

"Our *Feast* exhibition gives us an opportunity to talk about community, sustainability and the environment, family traditions and health," said Julianne Markow, Executive Director of the Museum. "Whole Foods Market is a perfect partner to help us explore these topics with our visitors and members."

The second title sponsor for Whole Foods Market is **Eat Better Art**, a new series of cooking classes designed to bring parents and children together in the kitchen as they learn about good nutrition and create delicious dishes. Each child and adult pair will

create seasonal dishes with the assistance of experienced teaching chefs. At the end of class, participants will be able to enjoy the delicious foods that they made. Participants will also be able to take home the recipes and the special art project they complete. More information is available at thinkplaycreate.org/eatbetterart.

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About The New Children's Museum

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit www.thinkplaycreate.org.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 80,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 17 consecutive years. In fiscal year 2013, the company had sales of \$12.9 billion and currently has more than 370 stores in the United States, Canada and the United Kingdom.