



**For Immediate Release
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New Partnership between Whole Foods Market and the Children's Museum of Denver
Community invited to celebrate with a bread-breaking ceremony

Denver, Co- The Children's Museum of Denver and Whole Foods Market have partnered with the joint goal of educating children about the importance of healthy eating habits. The Rocky Mountain region of Whole Foods Market will sponsor the My Market exhibit at the Children's Museum, a Playscape focused on making healthy, nutritious choices at the grocery store.

The community is welcome to celebrate the new partnership on Tuesday, March 9th, in the My Market exhibit. At 11:00 a.m. the bread-breaking ceremony will feature a six-foot challah bread roll and various Whole Foods snacks. The first 150 people at the event will receive a reusable Whole Foods bag filled with wholesome treats for the family.

The My Market exhibit focuses on nutritional education and shows children the importance of making smart and healthy eating choices. The fun, hands-on experience gives parents a creative approach to start a conversation with their children about nutrition and how to maintain an active lifestyle and healthy eating habits. Whole Foods Market advocates healthy foods and active lifestyles, making this partnership an ideal marriage of ideas and values.

"The partnership with Whole Foods is a natural relationship, as we both have similar values and approaches to health and wellness," said Mike Yankovich, Interim President at the Children's Museum of Denver. "We are thrilled to be working with them to promote healthy food choices for children and their grownups through this exciting collaboration."

Throughout the partnership Whole Foods Market is focused on assisting the Children's Museum of Denver by providing children and families the resources to make healthy food and lifestyle decisions. In addition to supporting the My Market exhibit, Whole Foods Market donates nutritious snacks to several Museum functions and events annually, including the three day Halloween festival, Trick or Treat Street.

"Working with the Children's Museum allows Whole Foods to support an organization that touches the lives of families across the state of Colorado," Lauren Craig, Associate Marketing Manager for the Rocky Mountain Region said. "With our renewed focus as a company on healthy eating, we look forward to helping kids and parents alike make healthier lifestyle choices."

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by *Health* magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.

About the Children's Museum of Denver

Since its inception in 1973, the Children's Museum of Denver has been a place that ignites and fosters a great love of learning. Our mission is to create a community where children and their grownups learn through play. The Museum provides rich play experiences and a dynamic learning environment to help young children prepare for their future. The Children's Museum of Denver is a nonprofit 501(c)(3) organization that relies heavily on the support of Museum friends.

The Children's Museum of Denver is located at I-25 and 23rd Avenue (exit 211), in the Platte River Valley. For more details about the Museum, and its programs and events please visit www.mychildsmuseum.org.

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