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THE JUNIOR LEAGUE OF HARTFORD AND WHOLE FOODS MARKET WILL PROMOTE HEALTHY KID-FRIENDLY EATING PRACTICES ON APRIL 2

WEST HARTFORD, CONNECTICUT (March 24, 2011) – On April 2, from 9:30a.m. to 11:30a.m., the Junior League of Hartford (JLH) and the Whole Foods Market at Blue Back Square will demonstrate how healthy eating can be fun, easy, and colorful. The JLH will host a “Kids in the Kitchen” table where customers can create their own edible caterpillar with ingredients provided by the Whole Foods Market. In addition, upon entering the Whole Foods Market kids will receive a scavenger hunt activity to complete with their parents as they're shopping. When they complete the activity they will have an opportunity to prepare an easy healthy snack and learn about healthy eating before they leave the store. Please join us for a fun-filled, educational, and delicious Saturday at the Whole Foods Market, Blue Back Square.

About the Kids in the Kitchen program

The goal of the Junior Leagues’ Kids in the Kitchen initiative, which is supported by The Association of Junior Leagues International Inc. and its member Leagues, is to empower youth to make healthy lifestyle choices and help reverse the growth of childhood obesity and its associated health issues.

About the Junior League of Hartford

The Junior League of Hartford, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Since 1921, The Junior League of Hartford has been committed to making a difference in the greater Hartford community by assessing and identifying community needs, and then developing either direct programs or collaborations with other organizations and agencies to help meet those needs. More information can be found at www.jlhartford.org.

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 & WildTM, and Harry's Farmers Market[®] are trademarks owned by Whole Foods Market IP, LP. Wild Oats[®] and Capers Community MarketTM are trademarks owned by Wild Marks, Inc.

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