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FOR IMMEDIATE RELEASE:

## Wild Oats Market Celebrates April Fools' Day in Style

**Williamstown, MA, April 1, 2008.** Today, the Wild Oats Community Market is greeting the warmest day the region has had since November with a little levity. April 1 is the day the world sets aside to celebrate foolishness, and Wild Oats is no exception. For one day only, the store is offering hard-to-find "Fruit Compost" for \$9.99/lb and Wild Oats Tap Water—"local water from Wild Oats faucets, guaranteed fresh, rich in a vast assortment of local, organic minerals and pharmaceuticals"—for a mere 99¢ a bottle. Shoppers can also purchase "local organic air packaged in convenient refillable bags" and "sundried dirt—from our habitat to yours." And, the store is sponsoring a "Spam Haiku" contest throughout the day. The winner, along with their winning Haiku, will be posted on the café bulletin board.

Wild Oats is offering many other "one-day only" April Fools' specials, and has printed out a page of "the best in Spam Haiku" for contest participants and poetry connoisseurs. What better way to usher in Spring in Williamstown?

Photos available upon request.

**Wild Oats Market is a member-owned, cooperative-based whole foods market that buys extensively from local and regional natural and organic food producers. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. Wild Oats Market also carries healthful supplements and body care products, as well as environmentally-friendly household supplies.**

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