

Contact:

Michael Faber or Robin Riley
Wild Oats Market
413-458-8060 voice
413-458-5047 fax
gm@wildoats.coop
www.wildoats.coop

FOR IMMEDIATE RELEASE:

Wild Oats Celebrates Earth Day With Like-Minded, Local Groups and Businesses

Williamstown, MA, April 14, 2008. On Saturday, April 26, from noon to 5 pm, Wild Oats Market, a cooperatively-owned whole foods market, will host an outdoor celebration in honor of Earth Day. Local farmers, organizations and businesses will be on hand to share their knowledge, and to offer practical ways to respond to environmental problems at the local level.

Williamstown's COOL Committee will be at Wild Oats' Earth Day to demonstrate how the town is addressing climate change issues, and to invite attendees to participate in the "COOL Challenge". The Berkshire Bike Path Council will provide the latest information about the bike path that is being built between Williamstown and North Adams. Berkshire Photovoltaic Services, which has installed over 130 photovoltaic (PV) systems in New England and New York since 1985, will answer questions on PV installation and how PV systems work. Other businesses and organizations that will be participating include Shima, a new natural parenting boutique located in North Adams, and Berkshire Grown, an organization that promotes local farmers and locally grown food. Representatives from farms in the area, including Cricket Creek, Wildstone, Sidehill, and Mighty Food, will also participate in Wild Oats' Earth Day celebration. Food demos and music will round out the day.

"Local production, environmental sustainability, and social responsibility are core values for Wild Oats," said General Manager Michael Faber. "Earth Day, which promotes cooperative, active participation in the care of the environment, embodies values that are central to our co-op."

"We're excited to bring together some of the environmentally conscious organizations and businesses in our community to share their knowledge, ideas, products and services in celebration of Earth Day. We're looking forward to Wild Oats' first Earth Day celebration, and to many in the community joining us," added Faber.

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.

-end-