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FOR IMMEDIATE RELEASE:

Wild Oats Market Plans Second Annual Earth Day Celebration

Williamstown, MA, April 1, 2009. On Saturday, April 18, from 12 pm to 4 pm, Wild Oats, a cooperatively-owned whole foods market, will host an indoor/outdoor celebration in honor of Earth Day. In case of inclement weather, a rain date for the celebration has been set for April 25.

Several local farmers, organizations and businesses will participate. Local farmers such as Mighty Food, Happenstance and Wildstone Farms will offer early bedding plants and herbs for sale. Local organizations, including Hoosic River Watershed Association, Williamstown Rural Lands Foundation, and the Williamstown COOL Committee, will engage shoppers with interactive demos and activities, and show them practical ways to help the environment at the local level. Businesses such as Berkshire Photovoltaic will be available to answer questions about the efficiency, durability, and costs of using environmentally friendly systems for providing energy to homes and businesses. Many of the store's local food providers will be at the celebration with a variety of treats to sample, from local cheeses to locally made essential oils. Wild Oats will be raffling off fun prizes donated by our suppliers, and the winners of the Earth Day art contest will be named.

Wild Oats Sponsors Earth Day Art Contest

Wild Oats is adding a children's art contest to its Earth Day Celebration this year. The theme of the contest is "What do you think our world needs to do to make and keep our planet healthy?" The contest is open to ages 4-13. There are three age/grade categories – Grades pre-K through 2nd; Grades 3rd through 5th; and Grades 6th through 8th. The winner in each category will receive a \$25 gift certificate to Wild Oats and a Wild Oats Easter candy bar. Winners will be chosen by vote on April 18. Any child between the ages of 4 and 13 can enter the contest. Children should submit pictures in person or by mail to Wild Oats Market, 320 Main Street, Williamstown, MA, attn: Robin Riley. Children should write their name, age and phone number on the back of their picture. Deadline for submitting pictures is April 17. For a copy of contest rules, please contact Robin Riley at (413) 458-8060 or at marketing@wildoats.coop.

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.