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FOR IMMEDIATE RELEASE:

Wild Oats Market Hosts Annual Earth Day Celebration on April 23rd, 12-4 pm

Williamstown, MA, March 24, 2011. On Saturday, April 23rd from 12 to 4 pm Wild Oats Market, a cooperatively-owned business focusing on local and organic foods, will celebrate Earth Day with kids' crafts, samples from local food producers, workshops, and the co-op's first BBQ of the season, featuring local and organic foods on the grill. Local and regional organizations and businesses with an environmental focus, such as The Northern Berkshire Beekeepers Association, the Williamstown COOL Committee, and Berkshire Photovoltaic Services, will also participate in the event.

General Manager Michael Faber will lead a Composting Workshop at 2 pm. Short talks on how to get started with beekeeping will be scheduled throughout the day. The sweet, friendly baby goats from Polymeadows Farm in Shaftsbury, Vermont will be here again this year. Jay Walsh from Northern Berkshire Transition will be on hand to help children and their parents build a Berkshire Mason Bee Box out of reclaimed scraps. These boxes are designed to satisfy the very picky Mason bee, an excellent pollinator that can be very beneficial to the home flower or vegetable garden.

Lisa MacDougall of Mighty Food Farm in Pownal, Vermont will also be here with some of the first locally and organically grown plants of the season for sale. And, anyone who rides their bicycle to the co-op during the Earth Day event on the afternoon of April 23rd will receive a FREE Long Trail Brewery tote bag with their purchase.

These are just some of the highlights of Wild Oats' upcoming Earth Day Celebration. We are looking forward to a fun, busy afternoon with lots of delicious, local food, fun activities for children and adults, and plenty of practical information available on ways to live a greener lifestyle. This is a free event, open to all.

Wild Oats Market is a member-owned, cooperative-based whole foods market. 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. In addition, the store offers a hot foods bar, a salad bar, a fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries supplements and personal care products, as well as environmentally-friendly household supplies. The co-op is located at 320 Main Street in Williamstown.