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FOR IMMEDIATE RELEASE:

Local Flavors for a Local Cause***Wild Oats Market Hosts Ice Cream Social on June 26 from 1-4 pm to Benefit Williamstown Youth Center***

Williamstown, MA, June 6, 2010. Visit Wild Oats Market in Williamstown for a dish of delicious local ice cream topped with your choice of local berries, granolas and other goodies. The ice cream social is to benefit the Williamstown Youth Center's campaign for a new building. The social will take place in the Wild Oats parking lot from 1-4 pm on Saturday, June 26. In case of rain, it will be held in the store's café. The cost is \$5 for adults and \$3 for children age 12 and under, with all proceeds going to the Williamstown Youth Center.

"It's the perfect time of year for an ice cream social; and we thought it would be a great way for Wild Oats to benefit our community's youth center," said the store's General Manager Michael Faber. "Local strawberries and raspberries are in season, and Wild Oats' selection of local ice creams and sorbets is growing. We offer a wide choice of locally produced nuts and other healthy toppings in our bulk department. And for the chocolate lovers who come, we'll have organic chocolate sauce. We hope that many in Williamstown and our surrounding communities will stop by on June 26 to enjoy a sweet treat with friends and family, while they support a worthy local cause." Wild Oats donates produce and cheeses to the Williamstown Youth Center on a regular basis.

"An ice cream social is a wonderful way to bring people together to support a cause that will benefit many in the community," said Dave Rempell, (title, affiliation w/ WYC). "This was a great idea. We appreciate Wild Oats' continued support."

Ice cream and toppings for the social are being donated by Blue Moon Sorbet of Quechee, Vermont; Tierra Farm of Valatie, New York; and other local food producers.

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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.