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FOR IMMEDIATE RELEASE:

**Wild Oats to Host Its First Harvest Fair on October 18**

**Williamstown, MA, September 30, 2008.** Celebrate the harvest season with Wild Oats. The natural and whole foods market, located at 320 Main Street, is holding a Harvest Fair on October 18 from 10 am to 4 pm. Admission is free, and all are invited. The day will feature several child-friendly events, including a pumpkin carving contest, a scavenger hunt, and mask making, as well as home-made cider, delicious food, a drum circle, and many other fun events. That evening, there will be an acoustic coffeehouse in the store's café from 8 to 10 pm. Admission to the coffeehouse is free. Light refreshments will be available for a small donation.

"The Harvest Fair is an opportunity for Wild Oats to recognize its ties to the community and to the many local food producers whose products we carry, during the harvest season and throughout the year," said General Manager Michael Faber. "Some of our producers will be on hand that day to sample their products. We've also invited local craftspeople; and of course, there will be plenty of healthy food to snack on. I'm encouraging everyone to participate in making this an annual Wild Oats tradition."

Here is a preliminary schedule of events:

- 10-11 am: Scavenger Hunt for children – look for the answers to Halloween riddles, and scavenge for Halloween treats.
- 11 am-12 pm: Mask making for children.
- 1-3 pm: Pumpkin carving contest. Contestants are asked to bring or purchase their own pumpkin; 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prizes for the best carvings!
- 3-4 pm: Drum Circle with Otha Day, musician and drum facilitator. If you have a drum or other percussion instrument you like to play, please bring it. There will be instruments on hand for those who do not have any.
- Throughout the day: Local crafts for sale; local producer samplings; cider made on-site; caramel apples; and more!

**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 fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries healthful supplements and personal care products, as well as environmentally-friendly household supplies.**

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