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FOR IMMEDIATE RELEASE:

Wild Oats Market Will Donate 1% of October 31 Receipts to Support Co-op Education

Williamstown, MA, October 24, 2008. Wild Oats Market plans to donate 1% of sales from purchases made on October 31, 2008 to the Howard K. Bowers Fund of the Cooperative Development Foundation (CDF). The Bowers Fund provides scholarships and programs for training co-op staff, volunteers and board members in best business practices for food cooperatives.

Funds raised by the Fund during the month of October, which is National Co-op Month, will be dedicated to providing newly organized and expanding food co-ops with training in business and cooperative principles. Last October, food co-ops that participated in *Howard Bowers Day* raised almost \$15,000, which the CDF distributed to 10 new co-ops across the country.

"Howard Bowers Day is a great way for established co-ops like Wild Oats to help fledgling co-ops increase their chances for success," said Michael Faber, general manager. "We're happy that we can contribute to this worthy cause."

The Bowers Fund was established in memory of Howard Bowers, who dedicated his life to the consumer cooperative movement. In addition to providing education and training, the purpose of the Fund is to promote the consumer cooperative sector and encourage young people to pursue careers in the management of consumer-owned food cooperatives. So far in 2008, the Fund has raised over \$49,000 in contributions and pledges.

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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