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FOR IMMEDIATE RELEASE:

Wild Oats Market Wraps Up *Eat Local Challenge* on August 14 with a Local Foods BBQ

Williamstown, MA, August 4, 2009. Wild Oats Market, a cooperatively-owned market located at 320 Main Street and specializing in local and organic foods, brings the *Eat Local Challenge* to an enjoyable end on August 14 with a Local Foods BBQ, which will take place outside the store from 5:30 to 8 pm. All are invited to participate. Wild Oats Chef Greg Roach will be grilling locally raised meats, poultry and vegetables and preparing delicious side dishes made with fresh, local ingredients for sale. Local musicians will provide entertainment, and the store will raffle off a basket of local foods and other local items. Anyone who has participated in the *Eat Local Challenge* is eligible to enter the raffle.

Wild Oats is sponsoring the *Eat Local Challenge* from July 16 through August 14. There are two levels to the *Challenge*: Level One participants are encouraged to eat local foods for one meal out of every three, and Level Two participants are challenged to make two out of every three meals local. So far, 28 Wild Oats members and customers have signed up for the *Challenge*. Many of those who have signed up for the *Challenge* are available to speak to the press about their experience. Please email marketing@wildoats.coop or call Robin Riley at (413) 458-8060 if you wish to interview an *Eat Local Challenge* participant about their experience and reasons for "eating local".

Wild Oats defines local as food that is grown or produced within a 100-mile radius of the store. It marks locally produced items with an orange tag to make them easy to identify when shopping.

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. The co-op is located at 320 Main Street in Williamstown.

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