

Contact:

Michael Faber or Robin Riley
Wild Oats Market
413-458-8060 voice
413-458-5047 fax
gm@wildoats.coop
marketing@wildoats.coop
www.wildoats.coop

FOR IMMEDIATE RELEASE:**Wild Oats Market to Hold Blood Drive on September 24 from 9 am-2 pm**

Williamstown, MA, September 7, 2009. The Berkshire Health Systems Bloodmobile will be at **Wild Oats Market, 320 Main Street, Williamstown** on September 24 from 9 am to 2 pm. As a long-time supporter of local farms and food producers, Wild Oats Market is pleased to be able to sponsor this event, which benefits the entire community. All blood that is donated to the BHS Bloodmobile stays within Berkshire County.

Wild Oats will post a blood donor signup sheet at its Customer Service desk on Monday, September 21, so that donors can sign up for a specific time slot. Donors who do not sign up for a specific time will be taken on a “first come, first serve” basis. BHS Bloodmobile will endeavor to meet the scheduling needs of all donors. The entire donation process takes approximately 45 minutes.

“When you donate blood to BHS, you help keep Berkshire County’s blood banks stocked and ready to assist in any medical emergency,” said Donor Recruitment Representative Lauren Jenks. “Your donation may ultimately contribute to saving the life of a neighbor, friend or relative. It is one of the simplest and most significant ways you can help your community.”

“We’re happy to host the BHS Bloodmobile, which performs an important community service,” said Wild Oats General Manager Michael Faber. “We hope for a strong turnout, and invite anyone in the community who is eligible to donate to do so, whether they are Wild Oats members or not.”

The Bloodmobile will be parked in the store’s back parking lot, so that customer parking will not be affected on September 24. A handout on general eligibility requirements for donating blood is available at the Wild Oats Customer Service desk. For specific questions or additional information, please contact Lauren Jenks, BHS Donor Recruitment, at (413) 447-2114, ext. 3981 or email Lauren at ljenks@bhs1.org.

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.

-end-