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FOR IMMEDIATE RELEASE:

**Wild Oats Market Will Donate 1% of October 24 Sales to National Fund for Co-op Education**

**Williamstown, MA, October 4, 2009.** This year, Wild Oats Market will designate Saturday, October 24 as *Howard Bowers Day*, and donate 1% of its sales from that day to the Howard K. Bowers Fund of the Cooperative Development Foundation (CDF). Grants from the Bowers Fund help provide training and development for staff, managers and board members of food cooperatives across the U.S.

Wild Oats General Manager Michael Faber said, "Hosting a *Howard Bowers Day* is a fitting way to recognize National Co-op Month and to practice the sixth Co-op Principle, 'Co-ops Helping Other Co-ops'. Wild Oats is grateful for the support it receives from the community, and we are enthusiastic about participating in any program that helps other co-ops."

The Howard Bowers Fund for Consumer Cooperatives was established in 1993 by the Hyde Park Cooperative Society to recognize the commitment and achievements of its general manager, Howard Bowers, who dedicated his life to the consumer cooperative movement. Since its founding, the Bowers Fund has given \$220,165 in grants, invested \$50,000 in the Northcountry Cooperative Development Fund and Cooperative Fund of New England for loans to food co-ops, and has built its endowment from \$50,000 to over \$250,000. This has been possible because of the generosity of individuals and cooperatives in the food community. In 2008, the Fund made 12 grants totaling almost \$30,000 to food cooperatives in the U.S.

"We look forward to contributing to this worthwhile cause, and we encourage our members and shoppers to help us make *Howard Bowers Day* at Wild Oats a success," said Faber.

**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.**

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