

**Contact:**

Michael Faber or Robin Riley  
Wild Oats Market  
413-458-8060 voice  
413-458-5047 fax  
[gm@wildoats.coop](mailto:gm@wildoats.coop)  
[marketing@wildoats.coop](mailto:marketing@wildoats.coop)  
[www.wildoats.coop](http://www.wildoats.coop)

**FOR IMMEDIATE RELEASE:****Wild Oats Market Will Host Community Social with Northern Berkshire Transition  
Friday, January 21, 5:30-7:30 pm**

**Williamstown, MA, January 16, 2011.** Wild Oats Market, a cooperatively owned market specializing in local and organic foods, invites all in the area who are interested in strengthening the resilience of the Northern Berkshires region to an informal gathering with the members of the Northern Berkshire Transition Movement on Friday, January 21, from 5:30-7:30 pm in the Wild Oats café.

The NBT Social at Wild Oats is a great way to meet and chat with others from the area who are interested in local food production, alternative energy sources, sustainable community building and other issues that have an economic and/or social impact on our region. "We all share concerns about the effects that climate change and rising energy costs will have on the quality of our lives," says NBT member Jay Walsh. "Through discussions and community gatherings like the upcoming evening at Wild Oats, we can take a more proactive and creative approach to meeting the challenges we all face."

The evening will also be an opportunity to learn about current NBT initiatives including the Local Food Production Study; Buy Local 3/50 Project; ReSkilling Lecture Series; and GrowLots.

This event is free and all are invited to attend. Wild Oats will provide free coffee, tea and snack samples. Dinner and other snacks will be available for purchase.

**Wild Oats Market is a member-owned, cooperative-based whole foods market specializing in local and organic products. 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 natural 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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