

**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 Book Signing with Ali Benjamin, Co-author of *The Cleaner Plate Club Cookbook*, on February 3, 4-6 pm**

**Williamstown, MA, January 25, 2011.** Wild Oats Market, a cooperatively owned market specializing in local and organic foods, hosts a book signing with local food blogger and cookbook author Ali Benjamin on February 3 from 4-6 pm. All are invited to next Thursday's signing. Come and meet Ali, sample a recipe from her book, and learn about her down-to-earth approach to feeding kids healthy food they will actually like.

A long-time member of Wild Oats Market and mother of two girls, Ali partnered with another working mom, Beth Bader, to create this practical, informative guide to preparing healthy family meals that kids and adults will enjoy. Their book features 100+ original, easy-to-prepare recipes and is packed with information about food & nutrition and advice on how to instill children with healthy eating habits. Written in an engaging style and with many colorful illustrations and entertaining anecdotes, the book is not only informative but also lots of fun. Ali knows a lot of about creating healthy meals for a family with discerning tastes, and she enjoys sharing her knowledge and experience with others. Many parents will identify with her and find her strategies helpful. Wild Oats is looking forward to having her, and we hope that many in the community can join us next Thursday evening from 4-6 pm.

[Download reviews of The Cleaner Plate Club Cookbook.](#)

[Download the Boston Globe article about The Cleaner Plate Club Cookbook.](#)

[Download the iBerkshires article about the Cleaner Plate Club Cookbook.](#)

[Link to the Cleaner Plate Club blog.](#)

**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.**

**-end-**