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FOR IMMEDIATE RELEASE:

**Wild Oats Market to Host Its Annual Earth Day Celebration on April 24**

**Williamstown, MA, March 31, 2010.** On Saturday, April 24, from 12 to 4 pm, Wild Oats, a cooperatively-owned whole foods market, will host an indoor/outdoor celebration to celebrate the 40<sup>th</sup> anniversary of Earth Day and affirm the co-op's commitment to sustainable living practices and a local food system.

Local growers and food producers and local and regional organizations and businesses with an environmental focus will participate. Wild Oats Chef Greg Roach will be grilling local foods, and there will be a variety of treats to sample, from Equal Exchange teas to locally made essential oils. The afternoon will include music from world-music DJ Michael Card, from the *Rebel Alliance* reggae band led by Mike Wood, and from Art Fuleihan.

This year, we are adding workshops to the day. So far, these include: A presentation on seed planting with Lisa MacDougall of Mighty Food Farm in Pownal, Vermont; a composting workshop with Wild Oats General Manager Michael Faber; and a presentation and Q&A on photovoltaics with Chris Derby-Kilfoyle, owner and founder of Berkshire Photovoltaics. For more information and workshop times, visit [www.wildoats.coop](http://www.wildoats.coop) or visit the Wild Oats Market Facebook page.

**Drum Circle with Otha Day, Founder of *Drum to the Beat***

At 3 pm on April 24, drum circle facilitator, Williamstown resident and Wild Oats member Otha Day will lead a drum circle at Wild Oats, connecting participants in an informal, energizing, family-friendly activity using drums, shakers, bells and claves to create in-the-moment music. No experience is necessary – just a willingness to participate and have fun. For adults and children of all ages.

**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.**