

**Contact:**

Michael Faber, Charles Crowell  
Wild Oats Market  
413-458-8060 voice  
413-458-5047 fax  
[gm@wildoatscoop.org](mailto:gm@wildoatscoop.org)  
[www.wildoats.coop](http://www.wildoats.coop)

FOR IMMEDIATE RELEASE:

## Wild Oats Market Announces First Member Appreciation Day

Williamstown, MA, November 1, 2007. Wild Oats Market announced today its first Member Appreciation Day, scheduled for Wednesday, November 7. Wild Oats Market is a full-service market, offering a wide variety of natural, organic, and locally produced foods, a fresh Grab-n-Go deli, in-house fresh bakery, local and organic produce, vitamins, body care items, and environmentally-friendly household products. Wild Oats Market is a cooperatively owned market serving the community since 1982.

This first Member Appreciation Day offers a 5% discount on all purchases made by co-op members all day throughout the store (some exceptions apply). Non-members are invited to become a member of the co-op on November 7 in order to take advantage of all the discounts and festivities. Beyond a 5% discount for members on purchases, the day will include active food demos, free samples, raffles and prizes.

“Now is a great time to join Wild Oats Market”, said Michael Faber, General Manager of the Market. “It is a great way to enjoy some terrific discounts on local, organic and natural foods and join us in supporting local agriculture and building community.” Three more Member Appreciation days are scheduled over the next nine months.

Members can increase their 5% discount to 7% by completing a member survey while in the store. Shoppers can immediately become members of the Wild Oats Market at any time, including during this first Member Appreciation Day. As always, Wild Oats Market is open to members and non-members daily.

# # #

For additional information on this community event, contact Michael Faber, Wild Oats Market General Manager, 413-458-8060, email [gm@wildoats.coop](mailto:gm@wildoats.coop) or visit [www.wildoats.coop](http://www.wildoats.coop).