

PRESS RELEASE / EVENT ANNOUNCEMENT

For Immediate Release: November 17, 2009

Photo Attachment (1): Whole Foods Market Team Member Sean Collier presents some of this year's Top Ten Holiday Wines.

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AFFORDABLE WINES AND GREEN MINDS FOR HOLIDAY CELEBRATING

***Wine Tasting & Pairing to Benefit Local Charities at
Whole Foods Market - Dec. 17, 2009***

Middletown, NJ - Real Mama, Inc., a Middletown-based environmental and kids health nonprofit organization, and the **Sandy Hook Child Care Center (SHCCC)**, a nonprofit day care center located on Sandy Hook, are partnering with **Whole Foods Market of Middletown** for a wine tasting and pairing throughout the store, featuring sustainable, affordable wines and tasty bites for the upcoming holiday season.

Representatives of Real Mama will share tips for families to make their holiday celebrating more environmentally friendly.

"Greener' holiday celebrations are easier than ever with the availability of organic, sustainable, and local foods and wines. People can have healthy holidays while reducing their impact on the Earth," said **Kari Martin, Outreach and Communications Coordinator for Real Mama**.

The Sandy Hook Child Care Center representatives will share information on their organization and upcoming family events. Admission includes a complimentary chance to win a "Winter Break" raffle prize for the special opportunity to win a week's worth of free daycare services (dates in January 2010 to be mutually agreed upon by winner and the Sandy Hook Child Care Center).

"At the Sandy Hook Child Care Center, our teachers and parents care for an amazing bunch of toddlers and preschoolers, leading them on the adventure of a lifetime. Our location on Sandy Hook affords us a natural, simple way to learn about the world around us. A walk in the park or a stroll on the beach helps the children understand the value of our environment by merely experiencing everything around them. Come visit us and see everything we have to offer your family," **June Neal, Executive Director (SHCCC)**.

The wine tasting event will be held on **Thursday, December 17, 2009, at 7pm** at the Whole Foods Market, 471 Route 35 North, Red Bank, NJ, within the Chapel Hill Shopping Center. Admission is \$40 and reservations may be purchased by December 11 at www.realmama.org or by sending a check made payable to "Real Mama, Inc." to Real Mama, PO Box 222, Rumson, NJ 07760. Tickets will not be mailed; name(s) will be at registration at Whole Foods. Call Jennifer Smiga of SHCCC at (201) 892-9403 with any questions.

Refreshments and desserts will be served. Attendees will be able to purchase bottles or cases of featured wines in time for the holidays, with a portion of the proceeds benefiting the two charities, Real Mama and SHCCC.

“Whole Foods Market Middletown values its partnerships with the community. We appreciate every opportunity to showcase our all natural and organic products. As one of two Whole Foods Market stores in New Jersey that carry wines, we offer affordable, palate-pleasing selections with which to celebrate the season's best moments,” said **Susan Henderson, Marketing Team Leader, Whole Foods Market – Middletown.**

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About Real Mama

About Real Mama - Real Mama, Inc. is a 501(c)(3) nonprofit organization with the mission to inform and educate mothers and families and to increase awareness and conservation of the natural environment through the most important resource – children. Through the organization's website, quarterly eNewsletter, and various outreach activities, Real Mama strives to provide information to busy mothers and other caregivers in an easily-digested format, covering various environmental and children's health topics, information on environmental education in our schools, and ideas for environmentally conscious children's activities.

About Sandy Hook Child Care Center

The Sandy Hook Child Care Center is located on beautiful Sandy Hook Unit of Gateway National Recreation Area, the Sandy Hook Child Care Center was created as a nonprofit center in 1980 by parents working at the Marine Laboratory on Sandy Hook. Today, we provide affordable, quality childcare for families who live and work on and off Sandy Hook. With a maximum of only 15 children on any day, our Center provides a cozy, homelike setting that allows for a safe, stimulating atmosphere where children can flourish. Call June Neal at (732) 291-2368 for more information or visit www.sandyhookchildcare.org.

Mission: About Whole Foods Market(R)

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by Health magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"(TM) captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its more than 50,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 12 consecutive years.