

Westchester TIMES TRIBUNE

October 23, 2008

Whole Foods Partners with Glynwood in Their New Charitable Program

WHITE PLAINS, NY -- Whole Foods Market has launched a new charitable program called Small Change Adds Up in selected regional stores in the Northeast. The concept is simple: customers may choose to donate the 10 cent rebate they receive when they bring their own reusable shopping bags to a designated nonprofit organization. The program will run through the autumn of 2009 with the nonprofit partner changing quarterly. Whole Foods Market chooses local nonprofit organizations in each market based on groups whose mission both resonate with their customers and shares the core values of the Whole Foods brand. From now through January 18, 2009 shoppers at Whole Foods in White Plains, NY and Greenwich and Westport, CT can donate their dime to help save farming with their donation to Glynwood. Glynwood is a non-profit organization based in Cold Spring, NY whose mission is to help save farming in the northeast. Glynwood's unique niche is to empower communities to support farming and conserve farmland, while also farming their own land to demonstrate the economic viability of environmentally sustainable agriculture.

“Dimes add up to dollars; dollars add up to critical support,” enthuses Judy LaBelle, President of Glynwood. “Glynwood works to ensure that local farmers remain economically viable, so they will continue to produce the fresh, healthy food Whole Foods Market shoppers want. We are delighted that Whole Foods is making it easy for shoppers to support this cause, and protect the environment. A powerful ‘two-fer!’ “
“The Small Change Adds Up Program is another great way for us to help in our LOCAL communities what I especially love is not only do we get to help save farmland, we help the environment by promoting reusable bags” says Leigh DeNardo, Marketing Team Leader Whole