

FOR IMMEDIATE RELEASE  
December 15, 2006

CONTACT:

**Pathways to Wellness**

Bob Hornstein, 617-859-3036, ext. 28  
bhornstein@pathwaysboston.org  
Kristen Porter, 617-859-3036, ext. 23  
kporter@pathwaysboston.org

**Whole Foods Market**

Lauren Klatsky, 617-738-8187  
lauren.klatsky@wholefoods.com

## **Pathways to Wellness Chosen as Recipient for Whole Foods Market's 5% Day**

BOSTON – On Wednesday, January 10, local Whole Foods Market stores will donate 5% of their day's net sales to Pathways to Wellness, the Boston-based nonprofit holistic therapies center.

As part of the chain's "Community Day" program, each Whole Foods Market store is given the opportunity to select a non-profit organization to be part of the one-day promotion. The three stores located in the city of Boston chose to donate 5% of their January 10 total net sales to Pathways to Wellness. Participating stores include Symphony (15 Westland Avenue), Charles River Plaza (181 Cambridge Street), and Brighton (15 Washington Street).

"We are extremely excited to be selected as a recipient for Whole Foods Market 5% day," says Kristen Porter, executive director of Pathways to Wellness. "Whole Foods Market is a national chain that promotes a healthy lifestyle as well as community relationships, which are values that Pathways to Wellness also embraces. We are asking our friends and family to shop at Whole Foods Market on January 10 to help support Pathways to Wellness."

- more -

Proceeds from Whole Foods Market 5% day will support Pathways to Wellness' Share the Care Program, which provides access to free and low-cost acupuncture to people with HIV/AIDS, cancer, and other chronic and terminal illnesses.

According to Lauren Klatsky, Marketing Team Leader at the Whole Foods Market store in Brighton, Pathways to Wellness is a very "logical choice" as a non-profit partner for them. "Many of our team members seek alternative therapies for conditions and illnesses so this 5% Day makes a lot of sense for us", says Klatsky. "We are very excited!"

### **About Pathways to Wellness**

For 17 years, Pathways to Wellness, a nonprofit public health organization, has provided equal access to high quality holistic therapies including acupuncture, shiatsu, and Chinese herbal medicine.

Open to all people needing care, Pathways practitioners work collaboratively in a team environment and in conjunction with Western medical professionals to offer an integrated approach to care.

Located at 1601 Washington Street, 3<sup>rd</sup> Floor, Boston, 02118, Pathways to Wellness can be reached at 617-859-3036 or [kporter@pathwaysboston.org](mailto:kporter@pathwaysboston.org). Additional information on Pathways to Wellness' services can be found on its web site at [www.pathwaysboston.org](http://www.pathwaysboston.org)

### **About Whole Foods Market<sup>®</sup>**

Founded in 1980 in Austin, Texas, Whole Foods Market ([www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)) is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. In fiscal year 2005, the company had sales of \$4.7 billion and currently has more than 185 stores in the United States, Canada, and the United Kingdom. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"<sup>™</sup> 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. Whole Foods Market, Harry's Farmers Market<sup>®</sup>, and Fresh & Wild<sup>®</sup> are trademarks owned by Whole Foods Market IP, LP. Whole Foods Market employs more than 40,000 Team Members and has been ranked for nine consecutive years as one of the "100 Best Companies to Work For" in America by *Fortune* magazine.

###