



NEWS RELEASE

FOR IMMEDIATE RELEASE

January 15, 2021

Contact: Bella Langfield

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Whole Foods Market allows customers to bring their own reusable bags in exchange for a refund or donation

Northbrook, IL., Jan. 17, 2021- Starting today, with charity and sustainability efforts in mind, Whole Foods will allow customers to bring their own reusable bags and have the choice of donating their 10 cents or refunding it to their bill. Whenever someone brings their own bags, each bag filled with groceries is a 10 cent refund or donation to a charity. The charity chosen for this year is the Pediatric Cancer Research Foundation, along with a new line of products in collaboration with the Pediatric Cancer Research Foundation.

The new product line that has launched today is called Prevent the C. This brand consists of granola bars recommended to eat once a day that also have a cancer-fighting nutrient increasing levels of iron and vitamin D in the body. By providing minerals through a healthy delicious snack, more and more people can't stop eating it.

Many customers who shop at Whole Foods have always looked forward to bringing their own bags, and while doing so, they were able to donate however many bags they had for 10 cents each to different charities and foundations. By bringing this activity back, during these difficult times, people are able to do what they can to help make a difference.

Whole Foods Market enjoys aligning itself with local and global communities by offering charity projects and activities that help the environment. From the way the produce is made to the way the meat is processed, everything is fresh and GMO-free. With over 350 locations, Whole Foods serves to serve the people.

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EXCLUSIVE: NEW BRAND COLLABORATION

Ciara:

Whole Foods is announcing customers will once again be able to bring their own bags in exchange for a 10 cent bag donation to this year's organization: the Pediatric Cancer Research Foundation. They are both pleased to announce a new product line of protein bars called "Prevent the C" that will be sold in all Whole Foods stores.

I think the product launch at Whole Foods would be ideal for *EatingWell* Magazine. Not only is Steve Giusto, the newest Chairman of the Board of the Pediatric Cancer Research Foundation who is an experienced leader and creator, but the collaboration with Whole Foods is tasty, factual and helpful. The creative ideas came from Whole Foods' ideals regarding healthy eating as well as their consistency with new product launches. Prevent the C will be launched on Jan. 23, at the Whole Foods' Northbrook location. This new brand of healthy tasty protein bars in collaboration with the Pediatric Cancer Research Foundation is to help prevent certain cancer bacteria from growing, as well as help customers stay up to date with their daily dose of vitamins, including Vitamin D3 associated with killing COVID-19 bacteria. It's a win-win.

I'm offering this story exclusively to *EatingWell* Magazine, so I would need to know by Jan.21 if you're interested. I can assure you that Steve and Whole Foods team leaders would be more than willing to fully participate in answering any questions you have. I could also help you arrange brief interviews with any of the Whole Foods staff and/or Steve himself.

I have included the press release below for your review.

I have included the press release below for your review. Please let me know how I can help in any way. My direct phone number is 224-856-8139. Thank you for your time and consideration.

Bella Langfield



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WFM Media Advisory

For Immediate Release

January 23, 2021

Whole Foods Market transitions back to bag donations to the Pediatric Cancer Research Foundation, along with launching a new product line in collaboration with the PCRF

What: Whole Foods Market is allowing customers to donate 10 cents per bag they use at checkout to the Pediatric Cancer Research Foundation. Each bag a customer brings and fills with groceries at checkout is worth 10 cents they can either refund to themselves or donate. In collaboration with that organization, a new product line will launch called Prevent the C.

Who: President Elizabeth McNulty of the Pediatric Cancer Research Foundation will announce this news and answer questions. Printed fact sheets as well as biographies of the Whole Foods team leaders, managers, and supervisors will be released to the public for their knowledge.

Where: This will take place at their fifth biggest location located in Northbrook, Ill. This will take place within the conference room with plenty of space for social distancing.

When: This event will take place at 10 a.m. CST on Saturday, Jan. 23, and will last 80 minutes.

How: Access to this event will be through the temperature checkpoint. The event will also be broadcast through the Whole Foods website, and the transcript, questions, and answers will all be posted.

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For More Information:

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SOCIAL MEDIA POSTS

Post #1:

Twitter (@WholeFoodsPR)

Join the Whole Foods team members and director of the Pediatric Cancer Research Foundation in the launch of #PreventtheC to maintain a healthy lifestyle and take measures to prevent cancer! Buy tix here <https://bit.ly/485HW0G6>

Post #2:

Instagram (@WholeFoods)

Join the family on Valentine's Day weekend for more flavors of the newest product line Prevent the C! A three-day virtual event will be hosted by Pediatric Cancer Research Foundation for #survivors who love healthy eating. No need to "wine" about Valentine's Day when the plan is grooving! [VD Weekend](#)

Post #3:

Facebook (@WholeFoodsMarket)

Color, flavor, nutrition and FUN — the four keys to crushing your meals, beating kitchen fatigue and keeping spirits high this winter. Read on to learn how you can incorporate these veggie-packed meals into your routine!



[The "Ran Out of Kids Lunch Ideas in April" Snack Board](#)



Backgrounder

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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Whole Foods Market

Whole Foods Market is a supermarket chain, the largest, that distributes and manufactures healthier products free of chemicals and unhealthy substances. The company has 500 locations with 91,000 employees. The company generated almost 14 million dollars in 2015.

Whole Foods Market was founded by four people by the names of John Mackey, Renee Lawson Hardy, Craig Weller, and Mark Skiles in 1978. John Mackey, the current President of Whole Foods Market, started his journey by originally opening a little shop called SaferWay. Then in collaboration with Craig Weller and Mark Skiles, they opened the first Whole Foods Market in Austin, Texas on Sep. 20, 1980.

After opening their first store in Austin, they decided to expand into Houston and Dallas with New Orleans following. In 1988, the purchase of the company was made and in 1989, they began expanding into the West Coast. In 2002, Whole Foods Market became international by expanding to Canada and the United Kingdom with seven stores.

Whole Foods Market sells the highest quality natural and organic foods to satisfy and delight customers. Their customer service is enthusiastic as well as efficient. Promoting team member growth and happiness is at the top of their list to help others reach their full potential. They care about their community and their environment as well by offering programs to help local communities.

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Works Cited

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