



SAN FRANCISCO FOOD BANK

Whole Foods Market to Provide Five-Percent of December 8th gross sales to benefit food banks in the bay area which includes the San Francisco Food Bank

The Food for Bay Area Families food drive which includes the five-percent day will offer much needed relief to families in need this holiday season

San Francisco, CA (December 3, 2009) – Every day, thousands of Bay Area families are stretched beyond their financial means. Oftentimes, they are forced to choose between paying the rent, covering medical expenses, paying for transportation or putting food on the table. With 1 in 4 children and 1 in 5 adults at risk, hunger frequently strikes the most vulnerable people in our communities; seniors and children.

You can help fight hunger now. Join the San Francisco Food Bank, Whole Foods Market and CBS 5 as they help feed families in need this holiday season. On Tuesday, December 8th, Whole Foods Market will hold a 5% day in support of the Food for Bay Area Families food drive. Five-percent of the day's **gross sales** from Whole Foods Market stores in the greater Bay Area will be donated to food banks in the bay area which includes the San Francisco Food Bank.

The San Francisco Food Bank will distribute 36.5 million pounds of food to the community this year – enough for 78,000 meals every day. The San Francisco Food Bank relies on support from food drives like Food for Bay Area Families to help meet the increasing demand of people in the community. With requests for food up 20% over this time last year and an unemployment rate that has just topped 10%, the San Francisco Food Bank is seeing an increasing need and is sending more food than ever to its 200 plus pantries throughout San Francisco and Marin.

“The Whole Foods Market 5% day is a great way for people in the community to give back to those in need,” said Paul Ash, Executive Director of the San Francisco Food Bank. “By stocking up on their groceries next Tuesday, they are able to reach the thousands of families that are forced to depend on the generosity of others to be able to have a holiday meal this season.”

Last year the Food for Bay Area Families food drive collected 292,000 pounds of food. This year the goal is to collect 350,000 pounds of food and to raise \$400,000. You can do your part simply by shopping at Whole Foods Market on Tuesday, December 8th, by dropping off food at local grocery stores throughout the city in San Francisco Food Bank barrels or by making a donation online by visiting www.sffoodbank.org/donate

Find your nearest Whole Foods Market by visiting www.wholefoodsmarket.com/stores

About the San Francisco Food Bank

Hunger is a serious problem in San Francisco – with 1 in 4 children and 1 in 5 adults at risk of hunger. Every day, the San Francisco Food Bank sources, collects, sorts, inspects and repackages thousands of pounds of food, then distributes it to soup kitchens, neighborhood grocery centers, school programs and seniors in need.

The San Francisco Food Bank serves 22,000 households weekly throughout San Francisco and Marin counties, and will distribute 36.5 million pounds of food to the community this year – enough for 78,000 meals every day. Over half of what is distributed is fresh produce. For more information, visit www.SFFoodBank.org.

About Whole Foods Market®

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"™ 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 51,100 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 13 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 280 stores in the United States, Canada and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.

About CBS 5

CBS 5/The CW 44/Cable 12 are part of the CBS Television Stations, a division of CBS Corporation ([http:// www.cbcorporation.com](http://www.cbcorporation.com)).

CBS 5 (<http://www.cbs5.com>) began in 1948 as the first television station in Northern California. The CW 44cable 12(<http://www.kbcwTV.com>) began in 1968 as the first UHF station in the Bay area. The two stations became a duopoly in 2002.

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