



## NEWS RELEASE

For Immediate Release  
March 12, 2008

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### WHOLE FOODS MARKET TO DONATE PERCENTAGE OF SALES TO LOUIE'S KIDS APRIL 8

April 8<sup>th</sup> is a great day to shop for healthy foods in the Lowcountry, as Whole Foods Markets donates 5% of sales that day to Louie's Kids, the Charleston-based charity that fights childhood obesity one child at a time.

"We're thrilled to once again have the support of our great friends at Whole Foods Market," said Louis Yuhasz, founder of Louie's Kids. "The children and families we work with who are suffering from obesity have a lot to learn about healthy eating, and there's no better place to learn it than the aisles of a Whole Foods Market," he said.

Louie's Kids is the nation's only non-profit organization that has providing treatment for childhood obesity as its sole focus. The rate of obesity among young people is skyrocketing, and it is estimated that 25% of South Carolina teenagers are either overweight or obese.

"All of us at Whole Foods Market are big supporters of Louie's Kids, and the mission they have of helping young people who need to get back to a healthy weight," said Pam Fischette, Marketing Team Leader at Whole Foods Market, located at 923 Houston Northcutt Blvd in Mt. Pleasant. "April 8<sup>th</sup> is a great time to stock up and know that children in the Lowcountry will benefit from the great work of Louie's Kids," she said.

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