



For Immediate Release
Press Contact:
Caryn Cohen
Caryn@wallstcom.com
[\(732\) 936.0968](tel:(732)936.0968)

Red Bank Charter School Kicks Off Wellness Initiative with Help From Whole Foods Market Middletown

RED BANK, N.J. March 24, 2011 Red Bank Charter School, a non-profit, non-partisan, K-8 public school, recently hosted an event to introduce a school-wide health and fitness initiative that involves a community partnership with Whole Foods Market Middletown.

With national rates of childhood obesity skyrocketing, the need for health and fitness to become part of children's every day at school is more than ever a concern for parents. RBCS is using grants and community partnerships to introduce fresh salad bar options for student lunches and to launch a school-wide initiative called Healthy Habits. The new program involve activities like Water Wednesday, where students pledge to drink no beverages other than water for one day, and One Minute Workouts, where the entire school, students and staff alike, stop what they're doing for one minute and engage in 60 seconds of exercise, such as jumping jacks or hopping on one foot.

Whole Foods Market in Middletown has contributed food for the new salad bar that RBCS was awarded as a grant from The Great American Salad Bar Project (www.saladbars2schools.org). For their part in Healthy Habits, Whole Foods Market Middletown supplies a new vegetable weekly on Tasty Tuesdays and rounds out the week with Fruit Fridays by supplying a new fruit for the kids to taste at lunch.

"Awareness and access to healthy fruits and vegetables is essential in educating children about the importance of considering eating healthy at every meal," said Sue Henderson, marketing team leader for Whole Foods Market Middletown. "In working with the Salad Bar Project and TheLunchBox.org, Whole Foods Market is very proud to assist our local schools in offering healthy and delicious food choices for our kids."

Students and staff have enthusiastically embraced the changes around RBCS.

"We're grateful to the community partners that have helped to make Healthy Habits such a success," said Meredith Pennotti, Red Bank Charter School's principal. "We strive to educate the whole child at RBCS, and now health and fitness is another piece of the already rich curriculum we're providing."

Whole Foods Market Middletown is located at 471 State Route 35 North in Red Bank.

For additional information please contact Red Bank Charter School at [\(732\) 450-2092](tel:(732)450-2092). For photos please contact caryn@wallstcom.com.

ABOUT WHOLE FOODS MARKET®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFMI), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by Health magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction

and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's nearly 60,000 Team Members, Whole Foods Market has been ranked as one of the 100 Best Companies to Work For in America by FORTUNE magazine for 14 consecutive years. In fiscal year 2010, the company had sales of more than \$9 billion and currently has more than 300 stores in the United States, Canada and the United Kingdom.

ABOUT THE RED BANK CHARTER SCHOOL

The Red Bank Charter School is a K-8 public school serving children in Red Bank, N.J. Founded in 1998, the school has a current enrollment of 180 students with a highly qualified faculty and staff numbering more than 40. New Jersey Charter Schools are free public schools that are open to all children and which typically offer their students more individualized attention, longer school days, longer school years, and innovative programs with substantially less funding than conventional public schools. Further information is available at www.redbankcharterschool.com.