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FOR IMMEDIATE RELEASE



**ZIMMER CHILDREN'S MUSEUM PARTNERS WITH WHOLE FOODS MARKET
ON WEEK OF HEALTHY EATING EVENTS, FUNDRAISER**

LOS ANGELES, CALIF. (September 13, 2012) – The Zimmer Children's Museum is excited to announce a new partnership with Whole Foods Market as part of the renovation of its Blue Bagel Café exhibit.

During the week of September 17 -23, the Zimmer will team up with the Whole Foods Market at 3rd and Fairfax to offer 7 different kids' programs focused on healthy eating and nutrition. The programs at the Whole Foods Market on 3rd and Fairfax lead up to the unveiling of the café's new design on Sunday, September 23 at the Zimmer Children's Museum.

Additionally, on Wednesday, September 19, 5% of the entire day's sales at the Whole Foods Market at 3rd and Fairfax will support the Zimmer Children's Museum.

"As a company we are committed to affecting change – not only in how our shoppers look at food – but in the communities in which they live, work and play," says Whole Foods Market 3rd and Fairfax Store Team Leader, David Stephen-Lane. "We are inspired and honored to be able to partner with the Zimmer Children's Museum for our Community Giving Day. We support their ongoing mission to help kids and families in Los Angeles through creative expression."

What:

EAT.SHOP.PLAY. with the Zimmer Children's Museum and Whole Foods Market

Where:

Whole Foods Market, 6350 West 3rd Street, Los Angeles, California 90036 (Monday – Saturday)
and the Zimmer Children's Museum, 6505 Wilshire Boulevard #100, Los Angeles, CA 90048 (Sunday)

When:

Monday, Sept. 17, 5pm to 6pm
Peanut Butter and Jelly Day

Tuesday, Sept. 18, 5pm to 6pm
Kids Tour

Wednesday, Sept. 19, ALL DAY
*5% DAY! *5% of the entire day's sales will go to the Zimmer!*
And from 5pm to 6pm: *Sundaes & Smoothies!*

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Thursday, Sept. 20, 5pm to 6pm
Bee Happy Event (including a real beehive demo!)

Friday, Sept. 21, 5pm to 6pm
Kids Nutrition & Guide to Healthy Eating

Saturday, Sept. 22, 10am to 1pm
Planting & Gardening / Where Food Comes From

Sunday, Sept. 23, 2pm to 4pm
Scavenger Hunt at the Museum (AT THE ZIMMER CHILDREN'S MUSEUM)

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFM), 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 more than 69,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 15 consecutive years. In fiscal year 2011, the company had sales of more than \$10 billion and currently has more than 325 stores in the United States, Canada and the United Kingdom.

About the Zimmer Children's Museum

The **Zimmer Children's Museum** is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles. The **Zimmer Children's Museum** is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

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