

## NEWS RELEASE

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### **Whole Foods Market Commissions Official Fiesta Medals Available for \$10 each at San Antonio Locations** *100% of proceeds benefit Whole Kids Foundation*

**AUSTIN, Texas (April 14, 2018)** – San Antonio's annual Fiesta celebration, which began in 1891 and kicks off this year on April 19, is known for its tradition of artful medals commissioned by various organizations and businesses. For the second year, Whole Foods Market stores in San Antonio will sell unique medals designed by store graphic artists to celebrate Fiesta with sales benefiting Whole Kids Foundation.

Each medal sells for \$10 with 100% of the proceeds supporting Whole Kids Foundation a nonprofit established by Whole Foods Market to improve children's nutrition. Sales from the medals will help fund grants for salad bars, edible learning gardens and honey bee hives in San Antonio schools. Last year, the Whole Foods Market medals raised more than \$6,000 for Whole Kids Foundation grants in San Antonio.

Each medal was designed by in-store graphic artists and celebrates the culture and fresh foods that makes Fiesta one of the city's most anticipated events.

Store graphic artist Hector Duran from Whole Foods Market Vineyard, 18403 Blanco Road, described his design:

*"This will be the perfect goodie bag to give out for this year's fiesta! Our recycled brown paper bag designed into a Fiesta flag showcases essential items for any fiesta celebration. The bag includes a red pepper, beer bottle, corn on the cob, tomato and an avocado."*

Store graphic artist Elizabeth Carrion-Smuck from Whole Foods Market Quarry, 255 E. Basse Road, #130, described her design:

*"Any good San Antonio party will always feature a piñata and Fiesta is the best party around! I wanted to represent Whole Kids Foundation's dedication to promoting healthier options in schools via salad bars and school gardens. That is why instead of candy the Whole Kids Foundation fruits and veggies are released -- which is an even better treat for our city. I included the tower of the Americas to*

*represent our City of San Antonio which has been my home for the majority of my life.*

Whole Kids Foundation has supported schools in San Antonio since its inception in 2011. The organization has provided grants for 85 school salad bars and 12 school gardens or a commitment of \$250,000. Funds raised through the sale of Fiesta medals will provide grants to 10 new school gardens.

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**About Whole Kids Foundation®**

Whole Kids Foundation, a Whole Foods Market foundation, is based in Austin, Texas, and operates as an independent, nonprofit organization. By empowering schools and inspiring families, the Foundation aims to help children reach optimal health through the strength of a healthy body fueled by nutritious food. For more information on the Foundation's programs, including school gardens, salad bars and nutrition education for teachers, visit [wholekidsfoundation.org](http://wholekidsfoundation.org).