

Whole Foods Market commissions Official Fiesta Medals
Available for \$10 each at company's Two San Antonio Locations
100% of proceeds benefit Whole Kids Foundation

AUSTIN, Texas (April 14, 2017)

Every city has a signature festival. Albuquerque has hot air balloons; Pasadena has the Tournament of Roses. And San Antonio has [Fiesta!](#)

Fiesta, celebrating its 125th anniversary, is the Party With a Purpose and the funds raised by official Fiesta events provide services to San Antonio citizens throughout the year. The commemoration of historic moments in the city's history still takes place, but for more than a century, Fiesta has grown into a celebration of San Antonio's rich and diverse cultures.

One of the many Fiesta traditions is the collecting of artful medals that are commissioned by various organizations & businesses.

This year, for the first time, the two Whole Foods Market locations in San Antonio are offering a medal. Each one was designed by the store's graphic artist to celebrate the fresh food that makes Fiesta delicious!

Avocado – Artist, Hector Duran
Whole Foods Market Vineyard
18403 Blanco Rd., San Antonio, TX 78358

“Avocados are the unofficial fiesta starter! They are the foundation to any savory dip. And dare I say, the ingredient for a smashing time. So let's celebrate our healthy fat friend by giving him a medal. Viva la Avocado!”

Roasted Corn - Artist Elizabeth Carrion-Smuck
Whole Foods Market Quarry
255 E. Basse Rd. #130, San Antonio, TX 78209

“Fiesta in San Antonio is the biggest party you've ever seen. Celebrating music, cultures, tradition and of course food! A constant staple at every San Antonio fiesta event (or corner ice-cream shop) is the roasted corn. Straight off the grill minus the mayo, cheese or chamoy equals veggie & vegan perfection. Celebrating good food as well as Whole Foods Market's commitment to healthy food options and education in a puro party city!”

Each medal will sell for \$10 with 100% of the proceeds supporting Whole Kids Foundation, a nonprofit established by Whole Foods Market to improve children's nutrition.

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!