



Whole Foods Sets April 18th to Help Hunger Relief

Five Percent of Proceeds at Ten NJ Markets to Benefit Elijah's Promise

Ten stores, five percent of sales – that is what shoppers at Whole Foods Markets need to know for Thursday, April 18th when a portion of the grocery store chain's tally from the day will be donated to the New Brunswick-based non-profit Elijah's Promise to support its community soup kitchen.

"It is incredible that Whole Foods Market committed so many stores to support us," Executive Director of Elijah's Promise Michelle Wilson said. "With the public's help, we can all make a big difference in the lives of many needy families. Thank you shoppers and thank you Whole Foods!"

Whole Foods Market's community giving days, also known as "5% Days," are designed to help a local nonprofit or educational organization. Customers can support the selected organizations simply by shopping at certain stores on a selected date. Elijah's Promise was selected through from a very competitive application to receive proceeds from April 18th from ten stores in its northeast division:

- * Bridgewater
- * Clark
- * Madison
- * Marlboro
- * Metuchen
- * Middletown
- * Morristown
- * Paramus
- * Ridgewood
- * Spring Lake/Wall

Since 1989, Elijah's Promise has harnessed the power of food to break the cycle of poverty, alleviate hunger and change lives for the most vulnerable members of our Central New Jersey community. We operate a community soup kitchen, culinary arts school, community gardens and catering business, and connect low-income individuals and families with social and health services. With the support of volunteers, donors and community partners, we serve more than 175,000 meals per year and train previously unskilled workers for careers in the food services industry.

Mailing Address: 211 Livingston Ave., New Brunswick, NJ 08901
Soup Kitchen: 18 Neilson St., New Brunswick, NJ, 08901
Phone 732-545-9002 Fax 732-246-1138/732-545-1996 www.elijahspromise.org