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WHOLE FOODS MARKET'S SIXTH ANNUAL 'GIVING TREE' CAMPAIGN RAISES NEARLY \$160,000 FOR THE NORTH TEXAS FOOD BANK

Proceeds will aid the Food Bank's "Food 4 Kids" program

DALLAS (January 25, 2013) – [Whole Foods Market](#), Austin-based leading natural and organic food retailer, today announces fundraising results from its sixth annual "Giving Tree" holiday campaign. ***The company raised \$158,285 for the North Texas Food Bank (NTFB), which will provide 474,855 meals for hungry North Texans.***

During December's month-long holiday campaign, Whole Foods customers were asked to purchase ornaments of all denominations at the checkout station - which were placed on the displayed tree in each participating store. Out of the eight North Texas stores, six Dallas-area stores benefited the North Texas Food Bank's "Food 4 Kids" program. Additionally, the Fairview store raised \$18,527 for NTFB agency Allen Community Outreach's food pantry; and the Arlington store raised \$15,908 for the Tarrant Area Food Bank, for a grand total of \$192,720 to feed hungry North Texans.

"The holiday season can be tough for us from a fundraising perspective, and we are thankful to Whole Foods Market for their continuous efforts," said **Jan Pruitt, president and CEO of the North Texas Food Bank**. "We are grateful for our partnership with Whole Foods. Their passion for fighting hunger through the 'Giving Tree' campaign and employee volunteerism is invaluable to our organization."

In 2006, Whole Foods created the "Giving Tree" campaign in partnership with the North Texas Food Bank. ***Since its inception, the holiday campaign has resulted in \$438,335 for the Food Bank and 1,315,005 meals to NTFB agencies and clients***

"Even in a shaky economy, this year's contribution to the NTFB increased by 36% over last year," said **Karen Lukin, Whole Foods Market Community Relations**. "Knowing their money went to provide healthier food options really resonated with our store guests."

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About North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization which leads the fight against hunger with knowledge-based strategies to distribute donated, purchased, and prepared foods through a network of feeding programs in 13 North Texas counties. NTFB supports the nutritional needs of children, families and seniors through research, education, advocacy and strategic partnerships. In FY 2012, NTFB provided access to more than 47 million nutritious meals. Founded in 1982, the year 2012 marked NTFB's 30th anniversary. NTFB is a member of Feeding America (feedingamerica.org).

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com) 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 72,000 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 2012, the company had sales of more than \$11 billion and currently has 344 stores in the United States, Canada and the United Kingdom.

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