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### **WHOLE FOODS MARKET AND RAINIER FRUIT TEAM UP FOR ONE BOSTON DAY**

*Boston area stores to donate \$1 to Martin Richard Foundation for each pound of Rainier Apples sold*

BOSTON, MASS (April 15, 2017) – In recognition of One Boston Day, Whole Foods Market® stores in Boston and Brookline, Massachusetts have teamed up with Rainier Fruit Company, the official apple sponsor of the Boston Marathon, to raise funds in support of the Martin Richard Foundation and their MR8 Marathon team. On “One Boston Day” April 15<sup>th</sup>, Whole Foods Market stores in Boston and Brookline will donate \$1 for each pound of Rainier Apples sold, up to \$2000. Rainier Fruit will provide a dollar-for-dollar match up to \$2000, for a total potential donation of \$4000 to the Martin Richard Foundation.

“We’re honored to support an important community cause like the Martin Richard Foundation that raises funds and awareness for principled ideals,” said Mark Zirkle, President of Rainier Fruit. “As not only the Official Apple Sponsor of the Boston Marathon, but as a Whole Foods Partner we feel connected to the Boston region. But more importantly we seek to live our mission of Wholesome to the Core and lift up others that embody the values that Martin lived by. It’s through the focus on community that Whole Foods creates that we can all come together and build bridges.”

“Whole Foods Market has proudly served the Boston community for more than 30 years,” said Laura Derba, President of Whole Foods Market’s North Atlantic Region. “Partnering with Rainier Fruit Company to support the MR8 Team in recognition of ‘One Boston Day’ is a great way for us to recognize the mission of the Martin Richard Foundation, which is so meaningful to our local community and Team Members.”

Customers are encouraged to shop with Boston and Brookline Whole Foods Market stores, and choose Rainier apples during their visit. Signage and displays will highlight the products and tell them more about the positive impact of their purchase.

Since 2015, One Boston Day has turned tragedy into opportunity and focused on service to others with a platform to celebrate the resiliency, generosity and strength demonstrated by the people of Boston on one of their darkest days. And from darkness comes light which yields the driving spirit of The Martin Richard Foundation (MRF), dedicated to promoting a message of peace by investing in athletics, education, and community. MRF is focused on a mission committed to challenging youth and adults to take action and to foster greater togetherness, compassion, peace, and kindness in their communities by building bridges that bring people together. They stand by Martin’s motto of “No more hurting people. Peace”.

#### **Participating Whole Foods Market locations include:**

Brighton – 15 Washington St, Brighton  
Brookline – 1028 Beacon St, Brookline  
Charles River Plaza – 181 Cambridge St, Boston  
Charlestown – 51 Austin St, Charlestown  
Jamaica Plain – 413 Centre St, Jamaica Plain  
South End – 348 Harrison Ave, Boston  
Symphony – 15 Westland Ave, Boston

Founded in 1978 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://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 87,000 team members, Whole Foods Market has been ranked as one of the “100 Best Companies to Work For” in America by *FORTUNE* magazine for 19 consecutive years. In fiscal year 2016, the company had sales of more than \$15.7 billion and currently has more than 464 stores in the United States, Canada and the United Kingdom. For more company news and information, please visit [media.wfm.com](http://media.wfm.com).

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