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FOR IMMEDIATE RELEASE

My Market Exhibit Gets an Extreme Makeover

Children's Museum Favorite Opens Tomorrow Morning

Denver, CO— The My Market exhibit at the Children's Museum of Denver underwent an extreme makeover this spring. The much-loved exhibit got a floor to ceiling renovation, the first time since 2004.

My Market will reopen Friday, April 22nd after a month of construction. The exhibit was completely gutted and given an entirely new layout, a new floor, fresh paint, beetle kill pine produce bins and other features, including a pizza kitchen and 365 Whole Foods products.

Last May, Whole Foods Market and the Children's Museum of Denver celebrated their partnership with a bread-breaking ceremony, which was a mark of things to come. Now, the partners are embarking on a complete face lift for the exhibit, making this popular Museum experience fresh, new and better than ever. With the renovated space, new layout and new materials, children can engage in creative, social play and develop skills like planning, team work, creativity, and concept development.

"The commitment that Whole Foods Market has to promoting good health and nutrition strongly supports our goals for My Market." says Mike Yankovich, Museum president. "We are thrilled with the partnership and our young visitors are benefitting greatly from it."

Grand Reopening

Everyone is invited to the Grand Re-Opening on **Monday, May 2nd at 1:30 p.m.** A Team Member from Whole Foods Market will lead a StoryTime in the exhibit and talk about what it's like to work for the company and their daily responsibilities. Afterward, children and their grownups will be encouraged to ask questions to learn more about the profession. Guests will receive Whole Foods treats to take home.*

*Supplies limited. All activities are included with Museum admission.

About Whole Foods Market®

Founded in 1980 in Austin, Texas, Whole Foods Market (www.wholefoodsmarket.com), a leader in the natural and organic foods industry and America's first national certified organic grocer, was named "America's Healthiest Grocery Store" in 2008 by Health magazine. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet"™ captures the

company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to its 53,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by FORTUNE magazine for 12 consecutive years. In fiscal year 2008, the company had sales of \$8 billion and currently has more than 275 stores in the United States, Canada, and the United Kingdom. Whole Foods Market, Fresh & Wild™, and Harry's Farmers Market® are trademarks owned by Whole Foods Market IP, LP. Wild Oats® and Capers Community Market™ are trademarks owned by Wild Marks, Inc.

About the Children's Museum of Denver

Since its inception in 1973, the Children's Museum of Denver has been a place that ignites and fosters a great love of learning. Our mission is to create a community where children and their grownups learn through play.

The Museum provides rich play experiences and a dynamic learning environment to help young children prepare for their future. The Children's Museum of Denver is a nonprofit 501(c)(3) organization that relies heavily on the support of Museum friends.

The Children's Museum of Denver is located at I-25 and 23rd Avenue (exit 211), in the Platte River Valley. For more details about the Museum, and its programs and events please visit www.mychildsmuseum.org.

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