



For Immediate Release

Contact: MaryLou Pagano  
Westchester Children's Museum  
914-421-5050

**WHOLE FOODS MARKET WESTCHESTER ANNOUNCES 5% DAY TO SUPPORT  
EDUCATIONAL PROGRAMS AT WESTCHESTER CHILDREN'S MUSEUM  
ON SEPTEMBER 7, 2016**

Rye, NY, August 22, 2016 – Five percent of your back to school grocery bill on September 7<sup>th</sup> will support weekly educational programs for toddlers at the Westchester Children's Museum, located in Rye, NY.

Whole Foods Market's three locations in Westchester County are partnering with the Westchester Children's Museum to raise funds to support the Museum Minis, a weekly interactive educational program for toddlers and caregivers at the newly opened Museum. On September 7, grocery shoppers in Port Chester, White Plains and Yonkers Whole Foods Market stores will help support the Westchester Children's Museum as 5% of their grocery bills will be donated to the not-for-profit.

"The Westchester Children's Museum is proud to partner with Whole Foods Westchester to expand our educational program offerings through the 5% shopping day," says Museum Executive Director Tracy Kay. "Even before our Museum was open to the public, Whole Foods Westchester supported our mission and they understand the value of making interactive, hands on, fun learning opportunities available to broadest audience of children, families, caregivers, community groups and schools as possible."

The Westchester Children's Museum opened its doors to the public in March 2016, but Whole Foods Market Westchester has been a supporter of the Museum's educational mission prior to that by hosting Museum Educators in their Westchester shopping locations for free hands-on craft and science activities for customers. The proceeds from the 5% partnership will be used to continue the Museum Minis program that takes place weekly throughout the year. The programs engage toddlers and caregivers in

social, physical and early learning through lively music and storytelling. Museum Minis are free with admission and to members.

Whole Foods Market created 5% Days to give back to local communities through support of nonprofit organizations whose programs directly benefit the communities surrounding their stores. Four times a year, Whole Foods selects an organization to receive 5% of the store's net sales on a particular day.

The Westchester Children's Museum located in historic landmark buildings on the Boardwalk at Rye Playland, recently opened its first phase of exhibit and programming space. The Museum continues to raise funds to develop its soaring 22,000 square foot space into a full service educational facility. As funds continue to be raised, we will continue to grow. In addition to onsite exhibits and activities, Museum Educators provide interactive science, art, and cultural programming to children across Westchester County through the Museum Without Walls educational outreach program. We now work with more than 50 community organizations.



The Westchester Children's Museum is open to the public Wednesday through Sunday, 10am – 4pm. Museum Minis are held every Thursday at 10:30am. Visit [www.discoverWCM.org](http://www.discoverWCM.org) for more information.