



For Immediate Release

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Westchester Children's Museum

WHOLE FOODS MARKET WESTCHESTER RAISED \$14,600 FOR THE WESTCHESTER CHILDREN'S MUSEUM THROUGH ITS 5% COMMUNITY GIVING DAY
AREA'S LEADING NATURAL AND ORGANIC GROCERY STORE TO SPONSOR WEEKLY EDUCATIONAL PROGRAMS AT MUSEUM

Rye, NY, December 1, 2016 – The Westchester Children's Museum announced today that Whole Foods Market: Westchester County is the new sponsor of its Museum Minis, a weekly interactive educational and recreational program for toddlers at the newly opened Museum. Whole Foods Market Westchester donated nearly \$15,000 to the Museum, the result of a 5% community giving day held at each of its three Westchester County locations in Port Chester, White Plains and Yonkers in September.

"We sincerely thank everyone who made a special effort to shop at Whole Foods Market on their 5% community giving day and for Whole Foods for selecting the Museum as their beneficiary," says Museum Executive Director Tracy Kay. "Even before our Museum was open to the public, Whole Foods Market Westchester supported our mission and they understand the value of making interactive, hands on, fun learning opportunities available to the broadest audience as possible. This new donation ensures that the program can continue to reach as many people 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 underwrite the Museum Minis program that takes place every Thursday morning throughout the year. The program engages 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 Market locations select local organizations to receive 5% of the store's net sales on a particular day.

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 for more information