



The Kids Ecology Corps

For Immediate Release

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For Additional Information

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The Kids Ecology Corps, Whole Foods Market celebrate eco-art and environmental action with their “Community 5% Day”

The 5% Day features face painting, eco-art and games from The Kids Ecology Corps. 5% of the store’s net sales will be donated to the local non-profit environmental youth organization.

Plantation, FL (April 3, 2008) – On Tuesday, April 8th, local non-profit organization The Kids Ecology Corps (KEC) will participate in their first “5% Day” at the Whole Foods Market in Plantation. KEC staff and volunteers will be on-hand throughout the day with face painting, eco-art projects, eco-games for children of all ages and information on simple ways for consumers to cut down their “carbon footprint”.

As part of their “Community 5% Days”, Whole Foods Market will donate 5% of their net sales for the day to the local environmental youth organization. On designated days throughout the year, Whole Foods stores donate a total of 5% of the day's net sales to local non-profit organizations. Customers help support selected organizations by shopping on these 5% Days.

Briana Madrid, Regional Associate Marketing Coordinator for Whole Foods expressed the company’s role in their local communities. “As the world’s leading natural and organic foods supermarket with more than 270 stores, we are committed to each community where we have put down roots, and we support local causes that are important to our friends and neighbors. We believe passionately in supporting the communities we serve.” said Madrid.

The Kids Ecology Corps is a non-profit 501 (c) (3) environmental youth organization whose mission is to inspire young people to make environmental action part of their everyday lives and in the lives of those around them. KEC has reached over 60,000 young people from pre-k through high school, offering unique hands-on presentations and eco-action programs that educate children and youth about: keeping our oceans clean; the importance of trees; the role replanting our coastal wetlands play in beach conservation; water conservation; pollution prevention; global climate change and energy conservation; and, protecting local natural habitats for native wildlife. KEC provides eco-action projects and presentations for communities, schools and businesses. Their new “Climate Change In South Florida” series promotes civic and environmental leadership while providing local communities valuable knowledge and practical tools to help preserve Florida’s environment. Visit them at www.kidsecologycorps.org or contact The Kids Ecology Corps at kec@kidsecologycorps.org . Call the KEC Team at 954-524-0366 to schedule a presentation at your school or business.

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