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For Immediate Release

WHOLE FOODS MARKET DOMAIN NAMES BONESHAKER PROJECT AS ITS CHARITY PARTNER FOR COMMUNITY GIVING DAY JUNE 23, 2015 - FREE ACTIVITIES PLANNED FOR YOUTH OF ALL AGES

AUSTIN, TEXAS – Shopping cart races, local celebrity grocery baggers, a flash mob, and a parade through Whole Foods Market. Sound like something you and your kids have always wanted to do? On Tuesday, June 23, 2015 you will have the opportunity with [Boneshaker Project](#) as it celebrates its partnership with [Whole Foods Market Domain](#) (WFM Domain). WFM Domain has chosen Boneshaker Project, an Austin-based nonprofit organization with the mission to inspire kids and families to lead healthy, active lifestyles, as the recipient of its upcoming Community Giving Day. WFM Domain will give five percent of sales to Boneshaker Project; in celebration, the nonprofit will offer family-friendly, free activities for youth of all ages throughout the day.

Community Giving Day begins at 9:30am with WFM Domain’s weekly ‘Kids Club’ which includes story time and crafts. Immediately after, Boneshaker Project will lead a parade through the store to get kids moving and excited for the day’s activities. In conjunction with its community partners, Boneshaker Project’s schedule for the day includes: Wanderlust Kids Yoga, shopping cart relays with Carrozza Athletics, a flash mob dance party, a fun fitness challenge, WOOM bike course and bike raffle give-away, Nelo’s Cycles bike maintenance/safety checks, shopping cart drag race, an exclusive musical performance from Grace London, and more. The celebrations are scheduled to end after the musical performance and bike raffle at 7:00pm. On-going activities throughout the day are treasure hunts, a podium photo booth, blend your own smoothies, and ‘celebrity baggers.’ There will be surprise ‘celebrity baggers’ at a the checkouts during the day.

WFM Health Starts Here Healthy Eating Specialist, Emily Wylie, has been a key advocate for Boneshaker Project’s partnership with Whole Foods Market. “Over the last year, Boneshaker Project has provided engaging experiences such as bike courses and healthy food treasure hunts for shoppers and their families at three of our Austin locations,” she says. “Our [WFM] leadership has been impressed by these activities, and we’re thrilled to make a contribution back to the organization though Community Giving Day.”

Boneshaker Project’s Interim Executive Director Paul Carrozza, expresses his enthusiasm for the event: “We are honored to be the chosen partner, and we’re delighted to see that Whole Foods Market champions our mission to

ignite a passion for movement within Austin's youth. This is a day not only to raise funds for our nonprofit organization, but also to share the joy of healthy eating and movement with the community. I'm particularly excited about the local 'celebrity baggers' – you'll have to come to out see who they are!"

The Whole Foods Market Domain Community Giving Day will be held June 23, 2015 from 9:30am to 7:00 pm at 11920 Domain Drive, Austin, TX 78758. The event is free and open to the public. Some activities may have age and waiver requirements. For a full schedule please see Boneshaker Project's [event page](#) and [RSVP here](#). Press and media are invited to attend, please contact Alex Ecenia, alex@boneshaker.org.

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About Boneshaker Project

Boneshaker Project (501(c)(3)) works directly in the community to empower kids to feel physically strong from a young age. Through expert coach mentorship and online engagement, we encourage everyone to 'do what moves you,' feel confident and enjoy healthy lifestyles. *Social engagement is an integral part of their vision via Twitter ([BoneshakerTX](#)), Instagram ([BoneshakerTX](#)), Facebook ([Boneshaker Project](#)) and website www.boneshaker.org.*

About Whole Foods Market Community Giving Day

Four times a year, each Whole Foods Market commits one day on which 5 percent of the day's net sales is contributed to a local nonprofit organization.

Whole Foods Market Domain Store Information

Hours: Open daily from 8am to 10pm

Location: 11920 Domain Drive, Austin, TX 78758

Store Telephone: 512-831-3981

Web site <http://www.wholefoodsmarket.com/stores/domain>

Twitter: <http://twitter.com/WholeFoodsATX>

Instagram: <https://instagram.com/wholefoodsatx>