

YouthLaunch

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**Shop Whole Foods Market on June 27
to Support Local Youth Farm Project**

A local youth farm project, *Urban Roots*, will get a percentage of Whole Foods Market's earnings for Wednesday, June 27. Selected for the Whole Foods Market Community Giving Back Day, *Urban Roots*, is a youth agriculture program designed to provide teens the opportunity to develop a healthy relationship with food and the environment.

"Urban Roots was chosen because their mission matches our core values," explained Elizabeth Leader Smith, Whole Foods Market's Austin Community Relations Coordinator. "We're donating 5% of all profits earned on Wednesday, June 27th, from both Austin stores to *Urban Roots*."

Whole Foods Market Community Giving Day is a designated day during which one or more Whole Foods Market stores give a portion of their store sales to a chosen Community Partner, a nonprofit organization with whom they want to build an ongoing, mutually beneficial relationship.

Urban Roots plans to employ East Austin teens to cultivate a 2-3 acre, local organic farm. These young people will develop job skills, an appreciation of healthy eating habits and a knowledge of local food distribution, as they sell a portion of their harvest and donate the rest to Austin area food banks.

Urban Roots is a program developed by *YouthLaunch*, a local nonprofit dedicated to providing young people with long-term, meaningful service opportunities, as a means to improve their lives.