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The Countdown to Affordable, Healthy Grocery Shopping is On

Sunflower Farmers Market's "serious food, silly prices" to open in Oklahoma City in less than four weeks

Boulder, CO (08/08/11) – Start the countdown clock! In less than four weeks, Sunflower Farmers Market, the full service all-natural and organic grocer famous for "serious food at silly prices," will open its first store in the Oklahoma market. On **Wednesday, August 31 at 7:00 a.m., Sunflower will celebrate its public grand opening** at 6410 North May Avenue in Oklahoma City with special savings, exciting giveaways, kids' activities, vendor booths and more.

Sunflower is excited to bring its grocery store concept to Oklahoma City and has been working closely with the community to establish itself as the go-to neighborhood market for affordable organic and natural groceries.

Sunflower's Oklahoma City grand opening festivities will begin with a ribbon-cutting ceremony at 7 a.m. Afterwards, exciting grand opening giveaways and activities will take place throughout the day, along with terrific savings in every department. The new neighborhood market will host a full day of fun for the whole family, including:

- **Grocery Giveaways:** The first 200 customers to make a purchase will receive a FREE reusable shopping bag filled with healthy groceries, valued at over \$50.
- **Gift with Purchase:** The first 10,000 shoppers will receive a FREE reusable grocery bag with purchase (*one per customer*).
- **Kids' activities**
- **Live music**
- **Vendor booths**
- **Storewide grand opening savings**

Less than two miles from Penn Square Mall, the conveniently located Sunflower Farmers Market will bring value-priced all-natural and organic groceries to Oklahoma City. The full-service market will feature a large selection of produce; all-natural meats, including handmade sausages; fresh seafood; a deli and bakery; bulk options, including over 30 varieties of coffee beans; dairy and frozen foods; and natural living health and

wellness products from vitamins to body care. Sunflower will also offer an extensive line of private label products. In addition, customers can expect Sunflower's well-known friendly and helpful customer service.

Sunflower Farmers Market currently has 34 stores throughout seven Southwestern states, but this is Sunflower's first foray into Oklahoma. Steve Black, Sunflower's Vice President of Marketing and I.T., called Oklahoma home for 47 years, and he is confident about Sunflower's fit within the community.

To learn more about Sunflower Farmers Market, please visit www.sunflowermarkets.com. **For interviews with Sunflower CEO Chris Sherrell, please call the contacts listed at the top of this release.**

About Sunflower Farmers Market

Sunflower Farmers Market (www.sunflowermarkets.com) is a rapidly growing chain of full-service grocery stores offering consumers the highest-quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging *value* segment of the natural and organic foods retailing industry. They have remained true to their motto "Serious Food...Silly Prices[®]" since the market's inception. The company has 34 retail stores located throughout Colorado, Arizona, New Mexico, Nevada, Utah, California and Texas.

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