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CONTACT: Alejandra Cardenas

McFadden/Gavender

O: (520) 882-6262 M: (520) 440-0618

alejandra@mcfaddengavender.com

Karen Gavender

McFadden/Gavender

O: (520) 882-6262 M: (520) 603-4200

karen@mcfaddengavender.com

Website

www.sunflowermarkets.com

Sunflower Farmers Markets Supports Joplin Tornado Survivors

Tucson stores collected more than 26,000 pounds of supplies to donate to World Care

Tucson, AZ (06/14/11) – Since its inception in 2002, Sunflower Farmers Market and its employees have demonstrated a consistent commitment to giving back to the communities they serve. This past Memorial Day weekend, four Tucson Sunflower stores rallied with the community to help tornado victims 1200 miles away in Joplin, Missouri. The four Tucson Sunflower stores collected more than 26,000 pounds of emergency supplies, such as food, water and personal care items, and more than \$900 dollars in cash over the holiday weekend for World Care to distribute to Midwest tornado victims.

Sunflower partnered with World Care for the donation drive. World Care is a nonprofit humanitarian relief organization based in Tucson, providing secular, non-political humanitarian aid in the areas of education, health, emergency relief and the environment. They aim to serve Southern Arizona communities, as well as national and international communities, that lack necessary resources for daily life. According to their website, the World Care Civilian Emergency Relief Center is working with non-profit volunteer organizations and the Federal Emergency Management Agency (FEMA Region VII) to manage the distribution of supplies in the Joplin area.

While Tucson Sunflower Farmers Market stores are no longer collecting donations at this time, World Care is still accepting donations from 9am to 3pm, Monday through Friday, at their local World Care Civilian Relief Center at 3538 E. Ellington Place, Tucson. They are collecting canned food, basic hygiene items, first aid supplies, non-power tools and pet supplies. Visit www.worldcare.org for directions and further details.

For more information about Sunflower Farmers Market, their community service commitment and upcoming events, please visit www.sunflowermarkets.com.

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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