

# University of Minnesota Press selected as beneficiary of Whole Foods Market's 5% Community Support Day

*On Tuesday, October 20, 2015, Whole Foods Market will donate 5% of its daily sales from six Twin Cities locations to the University of Minnesota Press.*



MINNEAPOLIS, MN (October 7, 2015) — The University of Minnesota Press has been selected as a beneficiary of Whole Foods Market's 5% Community Support Day this quarter. On Tuesday, October 20, 2015, all six Twin Cities-area Whole Foods stores will donate 5% of their sales to the University of Minnesota Press in support of

its forthcoming publication, *Fresh from the Garden: An Organic Guide to Growing Vegetables, Berries, and Herbs in Cold Climates* by John Whitman.

Publication is planned in fall of 2016.

"The University of Minnesota Press' *Fresh From the Garden* aligns with our commitment to sustainable, organic farming and environmental stewardship," says **Rachelle Petersen**, Whole Foods Market Marketing. "This organic guide to growing vegetables, berries and herbs in cold climates will surely pique the interests

of those seeking knowledge on successfully growing organics right here in Minnesota."

"In his new book, John shares knowledge rooted in years of experience growing organic food in Minnesota," says University of Minnesota Press outreach and development manager **Caitlin Newman**. "The Press is honored to work with an organization that values his experience and is invested in passing it on to our community. Support from Whole Foods Market and its shoppers will help the Press enhance the design and production of *Fresh from the Garden* while also keeping its price affordable for readers."

University of Minnesota Press staff will be at Twin Cities-area stores from 11 a.m. to 1 p.m. and from 4 p.m. to 6 p.m. to share information about the book and about the Press's publishing activities.

The University of Minnesota Press is a self-supporting unit of the University of Minnesota. Ninety-five percent of its operating funds come from sales and from the generosity of those who share our passion for connecting readers to the Upper Midwest and to groundbreaking writing and scholarship. More information about our donation program can be found at <http://z.umn.edu/givetoump>.

**For more information, please contact Heather Skinner, Publicist, at [presspr@umn.edu](mailto:presspr@umn.edu) or 612-627-1932.**

**About the University of Minnesota Press:** Founded in 1925, the University of Minnesota Press is widely considered one of the most innovative U.S. university presses. Minnesota publishes a diverse list of books on the cultural and natural heritage of the state and the upper Midwest region, and is also known as the publisher of groundbreaking social and cultural thought, critical theory, race and ethnic studies, urbanism, feminist criticism, and digital media studies. The Test Division of the Press publishes highly regarded personality assessment instruments, including the MMPI-2-RF. For more information, visit [www.upress.umn.edu](http://www.upress.umn.edu).



*Twin Cities-area Whole Foods Market stores are located at:*

**Maple Grove:** 12201 Elm Creek Boulevard North, Maple Grove, MN 55369

**Hennepin:** 222 Hennepin Avenue, Minneapolis, MN 55401

**Edina:** 7401 France Avenue South, Edina, MN 55435

**St. Paul:** 30 South Fairview Avenue, St. Paul, MN 55105

**Minnetonka:** 1001 Plymouth Road, Minnetonka, MN 55305

**Lake Calhoun:** 3060 Excelsior Boulevard, Minneapolis, MN 55416