

**For Immediate Release:**

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Whole Foods Market® Celebrates the Opening of its First San Jose Store with Bread-Breaking Ceremony

Event: Whole Foods Market's commemorative bread-breaking ceremony involves cutting a traditional eight-foot long sourdough loaf and welcoming shoppers into the store. The San Jose Redevelopment Agency, San Jose elected officials, and Whole Foods Market leadership will be on hand to celebrate the opening.

When: **Wednesday, November 10, 2010 at 9:45 a.m.** (store opens at 10 a.m.)

Where: Whole Foods Market, 1146 Blossom Hill Road (at the corner of Almaden Expressway)

Who: Vice Mayor Judy Chirco, District 9
Councilmember Nancy Pyle, District 10
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency
David Lannon, President, Whole Foods Market Northern California,
Brett Kassell, Store Team Leader, Whole Foods Market, Blossom Hill
Hoffman/Via Monte Neighborhood Action Coalition

Background: Whole Foods Market, the leading natural and organic food retailer, will celebrate the opening of its first store in San Jose with a traditional bread-breaking ceremony. The new 50,000 square-foot store joins retailers such as TJ Maxx, Barnes and Nobles, Trader Joe's, and Costco at Blossom Hill and Almaden Expressway. The full-service store includes full meat and seafood counters, in-store bakery, burrito bar, large bulk section, and Kombucha, Botanica's Healthy Living Tonic™, on tap.

The San Jose Redevelopment Agency and the City of San Jose partnered with Whole Foods Market by providing site location and permitting assistance.

Founded in 1980 in Austin, Texas, the Market employs more than 55,000 team members and will generate approximately 200 jobs at its new San Jose store. To learn more, please contact Jennifer Marples at jennifer@koacommunications.com, (415) 986-1593, or visit www.wholefoodsmarket.com.

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Whole Foods Market is located in the Hoffman/Via Monte Strong Neighborhood, a project area that has received more than \$4 million in redevelopment funds. Past redevelopment improvements projects include alleyway enhancements, residential landscaping, temporary neighborhood center, and other planned improvements. To learn more about the Redevelopment Agency and its projects, please visit www.sjredevelopment.org.

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