



For Immediate Release

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**5% GIVE BACK DAY ON FEBRUARY 15TH
AT WHOLE FOODS TORRANCE WILL SUPPORT PENINSULA OPEN SPACE**

PALOS VERDES PENINSULA— Let the cupboards run bare, and shop BIG on Wednesday, February 15, 2012 from 8am to 9pm when Whole Foods Torrance will be donating 5% of ALL NET SALES to the Palos Verdes Peninsula Land Conservancy.

Like many, your refrigerator is probably empty of healthy foods after weeks of holiday leftovers and celebrations to usher in a new year. Wednesday, February 15th, the day after Valentine's Day, is a great day to re-stock with a trip to Whole Foods Market Torrance, 2655 Pacific Coast Hwy. Not only will you be able to find healthy foods that will help you stick to that 2012 diet you started, but you'll also be giving back to the community by protecting open space on the Peninsula, providing environmental educational opportunities for our young people and activities for our community that connect people with the special natural places we cherish here in our own backyard.

Whole Foods Market giving program provides support to nonprofit organizations whose programs directly benefit the communities surrounding the stores. According to Whole Foods Marketing Supervisor, Gabriel Dupin De Saint Cy, "Our focus is to support innovative groups like the Palos Verdes Peninsula Land Conservancy that strive to make the world a better place. To us, a better place is one where the environment is preserved and replenished, communities are strong, health is a priority, and where all living beings are respected."

The Conservancy and Whole Foods invite you to do your grocery shopping at Whole Food on February 15th and see your weekly grocery list make a difference in our community! For more information, please visit: www.pvplc.org.

The Palos Verdes Peninsula Land Conservancy is a 501(c)(3) nonprofit community-based organization dedicated to preserving land and restoring habitat for the enjoyment and education of all. The Conservancy owns or manages the Palos Verdes Nature Preserve, the Linden H. Chandler and George F Canyon Preserves in Rolling Hills Estates the White Point Nature Preserve, a facility of the LA City Department of Recreation and Parks, and habitat restoration on the Defense Fuel Supply Point in San Pedro.