



MEDIA RELEASE

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M-DAY Magazine Drive for Earth Month at Whole Foods Market to Empty Newsstand for Literacy at Food Pantries, Homeless and Domestic Violence Shelters, & Job Training Programs

When: Saturday, April 12 – Sunday, April 13

Where: Whole Foods Market – 3313 University Ave, Madison, WI 53705

What: This Earth Month magazine drive will empty the Whole Foods Market newsstand in Madison, Wisconsin for delivery of magazines to at-risk readers via food pantries, homeless and domestic violence shelters, and job training programs.

How: Consumers will purchase newsstand magazines for donation at the Whole Foods store. Consumers anywhere in the world can help to clear the newsstand at <http://magazineliteracy.org/mday>. 100% of all donations will be used to purchase newsstand magazines for literacy.

Madison, WI— The [Whole Foods Market](#) in Madison, Wisconsin is celebrating Earth Month with [MagazineLiteracy.org](#) during a weekend magazine drive on Saturday, April 12th and Sunday, April 13th that will deliver magazines to at-risk readers via the [River Food Pantry](#), homeless and domestic violence shelters, job training, and other literacy programs. “Speed Tables” have been supplied by [Ryleco Displays](#) to create Pop-up Literacy distribution at literacy locations.

“This is like a food drive, but feeds people hungry to read,” said John Mennell, founder of MagazineLiteracy.org. “The Whole Foods Market has such a rich collection of magazines, and they are so powerful for literacy. April 12 is M-Day, and Whole Foods is the beachhead in our fight against poverty and illiteracy. We are going to take the newsstand there and then liberate magazines from newsstands for literacy - coast to coast,” he added. Mennell, who will be at the store for over 24 hours to collect magazines from shoppers, will be joined by volunteers from the University of Wisconsin’s Theta Chi fraternity.

“Earth Month is a great time to support literacy through recycling,” said Caitlin Way, Community Relations Specialist at the Whole Foods Market. “We are excited to partner with MagazineLiteracy.org to offer an opportunity for people to join our green mission and support literacy programs in the Madison area.”

“The River Food Pantry is honored to be included in this literacy drive,” said Rhonda Adams, Operations Manager. “Having access to quality magazines of all kinds is well-received by our many clients. We have recently started The River Bakery and having magazines related to the culinary arts is terrific for our commercial baking students,” she added.

Images and Links: <http://magazineliteracy.org/mday>

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