

FOR IMMEDIATE RELEASE

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Island Naturals teams with The Kohala Center

KAMUELA, Hawaii—December 13, 2010—Island Naturals Market & Deli joins with The Kohala Center to say happy holidays by offering a 10 percent in-store discount to everyone who becomes a member of the center’s Circle of Friends now through January.

The introductory membership offer includes the one-time discount, participation in a drawing for a \$300 Island Naturals Market shopping spree, and special rates for The Kohala Center’s learning events that take Friends on tours of sustainable farms or introduce them to the unique flora, fauna, and landscapes of our island. Circle of Friends membership forms are available at all Island Naturals Markets island-wide. Membership begins at \$100—or \$50 if you sign up at Island Naturals.

Russell Ruderman, founder and president of Island Naturals Markets said, “The Kohala Center does so much wonderful work promoting sustainability on the Big Island. I have attended several of their events, and they are always educational, inspiring, and done with first-class style. Island Naturals Markets is excited for this opportunity to help promote membership in this important organization so we can all work together for the greater good of our community and environment.”

The Kohala Center was established in direct response to the request of island residents and island leaders to create greater educational and employment opportunities by caring for—and celebrating—Hawai‘i Island’s natural and cultural landscape. Its Circle of Friends supports work in energy self-reliance, food self-reliance, and ecosystem health, as well as science, math, and environmental studies programs for island youth. The CFL Bulb Exchange, the 52 school garden programs, the Kaha‘ulu Bay Ecosystem Health Project, and the Frameworks Science and Mathematics Program in the Hilo elementary schools are examples of the good work. Learn more at www.kohalacenter.org.

With stores in Hilo, Paho‘a, Kailua-Kona, and Kainaliu, Island Naturals’ mission is to provide island shoppers with the finest quality health food, organic produce, wine and spirits, health and beauty aids, as well as herbal and homeopathic supplements. See www.islandnaturals.com.