

For More Information:

Contact:
Nina Mayes
Juice Foundation
(713) 303-1917

Contact:
Shakira Wardally
Juice Foundation
(713) 492-8469



*****Media Alert*****

March 24, 2011

Who: Juice Foundation, Juwan and Jenine Howard of the NBA's Miami HEAT, Whole Foods.

What: The nation's natural and organic food giant, Whole Foods presents 5% day, and partners with The NBA's 2010 Community Assist Award Winner, Juwan Howard and his wife, Jenine Howard of The Juice Foundation. The 5% day features celebrity baggers Juwan Howard and his Miami HEAT teammates; hoops with The Miami HEAT mascot (Burnie) as well as great prizes and giveaways. 5% of Whole Foods total sales on April 7, 2011 will benefit the Juice Foundation.

"I'm really excited about 5% day at Whole Foods! It's just a natural partnership for our foundation. Both Whole Foods and The Juice Foundation epitomize similar nutritious beliefs. Our hope is that through Juice events and forums, numerous individuals will understand the importance of a healthy lifestyle, because being nutritious and active can improve cancer survival as well as be a preventative for so many diseases, including cancer." –Jenine Howard

About Juice: The Juice Foundation pinpoints a healthy lifestyle as the essential key to the preventative effect of cancer and improving cancer survival. The JUICE Foundation strives to make a difference in the lives of ALL individuals affected by cancer.

About Whole Foods: Since 1980, we've pride ourselves on selling the highest quality natural and organic products for food. We've appreciated and celebrated the difference that natural and organic products can make in the quality of one's life. We've defined quality by evaluating the ingredients, freshness, safety, taste, nutritive value and appearance of all of the products that we carry.

Where: The Whole Foods Market
6701 Red Road
Coral Gables, Florida 33143

When: April 7, 2011
10:00a.m. - 9:00 p.m.