

ALFALFAS



FOR IMMEDIATE RELEASE
July 26, 2011

CONTACT:
Sonja Tuitele
(303) 884-1202
sonjat@alfalfas.com

Alfalfa's brings back its popular Pancake Breakfast benefit for Community Food Share

On Saturday, July 30th the Alfalfa's parking lot will host a pancake breakfast benefit – all funds to be donated to Community Food Share

BOULDER, Colo. (July 26, 2011) – After an 11-year hiatus, three different store owners and store formats, the Alfalfa's at Broadway & Arapahoe in Boulder is bringing back its popular Pancake Breakfast to benefit Community Food Share. The event will be held in the Alfalfa's parking lot on Saturday, July 30 from 7 a.m. to 10 a.m. Admission is \$7 for adults and \$3 for kids 10 and under for live music and all-you-can-eat pancakes, bacon, sausage, eggs, coffee, juice and other breakfast treats, including vegan, vegetarian and gluten-free options.

“This was always one of our most popular events at Alfalfa's and we had a great run doing it for 11 years from 1985 to 1996,” said Paul Gingerich, Culinary Director for Alfalfa's. “It is part of our mission to give back to our local community, and our ever-popular Pancake Breakfast is just one of the ways we do this. Community Food Share does so much to fight hunger in and around Boulder, we want to do our part to support their programs, and everybody always has a lot of fun in the process.”

Community Food Share distributes food to those in need through a network of 56 Member Agencies and several Direct Service programs targeting specific at-risk populations such as families with children enrolled in the School Free Lunch program and low-income seniors. All food is distributed free of charge. In 2010, Community Food Share distributed over 7 million meals (1 meal = 1 pound), 440,000 more meals (7%) more than in 2009, and is on track to distribute more than 7 million meals in 2011. Community Food Share collects donated food from all grocery stores in our community, including Alfalfa's, and receives many large food donations through programs arranged by Feeding America.

“At Community Food Share, we rely on the generosity of businesses like Alfalfa's to help us raise funds, which allows us to continue to fight hunger in our community,” said Jim Baldwin, CEO of Community Food Share. “The Alfalfa's Pancake Breakfast was always a favorite event in the Boulder community, and we are excited that it is coming back.”

(-more-)

About Alfalfa's Market

Founded in Boulder, Colorado in 1983, Alfalfa's Market grew to be one of the nation's leading-edge natural products retailers throughout the 1980s and 1990s. With 11 stores and an iconic reputation for being a community gathering place filled with an infectious passion for natural and organic foods, Alfalfa's Market was acquired by Wild Oats Markets in 1996. Now, 14 years later, Mark Retzloff, an original Alfalfa's founder, Barney Feinblum and Hugo van Seenus have resurrected the Alfalfa's name. The store is true to its roots as a Boulder-owned and operated natural foods market. For more information, please visit www.alfalfas.com.

About Community Food Share

Community Food Share exists to ensure that no one in Boulder and Broomfield counties goes hungry. Now in its 30th year of service, Community Food Share distributes food to those in need through a network of 56 Member Agencies, including food pantries, soup kitchens, shelters, and emergency food box programs, and several Direct Service programs targeting specific at-risk populations such as families with children enrolled in the School Free Lunch program and low-income seniors. All food is distributed free of charge. In 2010, Community Food Share distributed over 7 million meals (1 meal = 1 pound), 440,000 more meals (7%) more than in 2009.

The need in Boulder and Broomfield counties for food assistance is great. **One out of every eight people lives at or below the poverty line (\$29,055/year for a family of four).** There are over 50,000 people in Boulder and Broomfield counties living in poverty (enough to fill Folsom Field) and 12,000 children enrolled in the School Free Lunch program in the Boulder Valley and St. Vrain Valley school districts. www.communityfoodshare.org.

(-###-)