



For Immediate Release

Whole Foods Market at Potrero Hill Selects Conard House as a Beneficiary of the *Nickels for Non-Profits* Program

San Francisco, Calif. –October 9, 2008– [Conard House](#), a non-profit organization helping people self-manage chronic mental illness, announced today that the organization has been selected by Whole Foods Market Northern California as a regional beneficiary of the company's Nickels for Non-Profits program. The program encourages shoppers to bring grocery bags from home in exchange for a donation to a local non-profit. From now through January 18, 2009, Whole Foods Market Potrero Hill will donate five cents to Conard House for every bag that a shopper brings in.

"Each quarter, our store votes to support a local non-profit organization through our Nickels for Non-Profits program and Potrero Hill team members unanimously chose to support Conard House," said Ashley Paulson, marketing team leader for Whole Foods Market Potrero Hill. "We were impressed by the organization's mission to help people self-manage mental illness and felt strongly about the connection to the San Francisco community that Conard House has been providing for almost 50 years."

"The Conard House team is honored to be part of such a giving San Francisco community where organizations and individuals really want to be part of a solution to help people self-manage mental illness," said Richard Heasley, Executive Director of Conard House. "Participating in the Whole Foods Market Nickels for Non-Profits program will not only help build up our resources, but it will also increase awareness of our mission and daily successes."

Nickels for Non-Profits is one of many community-giving projects sponsored by Whole Foods Market, the world's leading natural and organic foods supermarket. The Whole Foods Market motto, "Whole Foods, Whole People, Whole Planet" captures the company's mission to find success in customer satisfaction and wellness, employee excellence and happiness, enhanced shareholder value, community support and environmental improvement. Whole Foods Market is frequently ranked among the most socially responsible businesses.

About Conard House

Conard House, Inc. is a private, non-profit organization, providing mental health services to residents of San Francisco. Founded upon core principles of self-empowerment, self-determination and the least restrictive, community-based living, Conard House opened its doors in 1960 as the first "halfway house" for adults no longer requiring hospitalization. Today it serves more than 1,900 people in a dozen locations. Support for its programs and services comes from various city agencies, service fees from organizations, rents from residents, grants from foundations and gifts from donors. For more information about Conard House and its programs, please visit www.conard.org

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