



The Fresh Market Contact:

Jennifer Foushee
KC Public Relations
404.233.3993
jfoushee@kcpr.net

The Museum Contact:

Mary Margaret Hart
The Greensboro Children's Museum
336.574.2898
www.gcmuseum.com

THE FRESH MARKET THROWS A paJAMa PARTY

Local Specialty Grocer Invites Kids to Greensboro Children's Museum for Jam Sandwiches and Fun

GREENSBORO, NC (June 15, 2009) – **The Fresh Market[®]** and **The Greensboro Children's Museum** invite area children to roll out of bed in their favorite pajamas and come to the museum for free jam sandwiches on Saturday, June 27, 2009. From 10:00a.m. to noon, volunteers from The Fresh Market will make sandwiches using the company's new organic jams and will read aloud from two children's books: *The Giant Jam Sandwich* by John Vernon Lord and Janet Burroway, and *Bread and Jam for Frances* by Russell Hoban. Then it's off to "The Market" area of the museum, where children will be invited to grocery "shop," pushing kid-sized carts and selecting healthy foods from the stocked shelves.

"Because we have the miniature version of The Fresh Market store in The Greensboro Children's Museum, the 'paJAMa party' seemed like a fun way to introduce our new private label line of organic jams," said Jennifer Oas, private label manager for The Fresh Market. "From pajamas, to books about jam to eating delicious jam sandwiches washed down with organic milk – we're excited to interact with the kids who enjoy coming to the museum."

Children and parents alike can enjoy choosing from blueberry, apricot, strawberry, raspberry, orange marmalade and the always popular grape jam – and parents will appreciate that these jams are certified organic, all natural and preservative-free.

The Fresh Market is excited to continue its long-standing partnership with the museum, including its ongoing support of "The Market," which is a part of the museum's "Our Town" theme. The permanent exhibit is complete with a variety of departments similar to what shoppers would find in a real store including produce, a bakery section, well-stocked grocery shelves and a meat and seafood counter. The exhibit has wood fixtures, canopies, grocery shelving, and working registers where children can ring up their pretend purchases.

During this event, The Fresh Market will cover the cost of admission for the first 20 children to arrive at The Greensboro Children's Museum in their pajamas. (Individual ticket sales only, offer excludes birthday party guests or groups). The regular museum admission fee of \$6 applies for all other guests above the first 20 children and all accompanying adults. Children under one year and Museum Members are free. Museum hours on Saturday are 9:00a.m. to 5:00p.m. The Museum is located at 220 N Church Street in downtown Greensboro. Visit www.gcmuseum.com for more information.

About The Fresh Market[®]

On March 5, 1982, Ray and Beverly Berry opened the first Fresh Market in Greensboro, North Carolina. The fulfillment of a dream, The Fresh Market was founded with one simple goal in mind: to bring friends, family and neighbors high-quality perishable products in a warm and friendly atmosphere with a high level of customer service. The Fresh Market currently operates 88 stores in 17 states, concentrated in the Southeast, Midwest, and Mid-Atlantic, with plans for continued expansion in these areas. The Fresh Market is a family-owned, privately held company and is an equal opportunity employer. For more information, please visit www.thefreshmarket.com.