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**Whole Foods Market Names Feeding Matters Beneficiary of 5% Day**

Local nonprofit will receive 5% of net sales from all Whole Foods Market Arizona locations

PHOENIX, Ariz. (October 3, 2018) –Whole Foods Market has selected [Feeding Matters](http://www.feedingmatters.org/) as the Arizona beneficiary of its 5% Community Giving Day on Thursday, October 18. As part of the company’s commitment to its communities, Whole Foods Market will donate 5 percent of net sales from its 10 Arizona stores to Feeding Matters. The funds will support Feeding Matters’ efforts to improve care for children with pediatric feeding disorders (PFD) through advocacy, education, support, and research.

Participating Whole Foods Market locations include:

* **Whole Foods Market Camelback** - 4701 N. 20Th St., Phoenix, AZ 85016
* **Whole Foods Market Chandler** - 2955 West Ray Road, Chandler, AZ 85225
* **Whole Foods Market Flagstaff** - 320 South Cambridge Ln., Flagstaff, AZ 86001
* **Whole Foods Market River Road** - 5555 East River Road, Tucson, AZ 85750
* **Whole Foods Market Oracle** - 7133 Oracle Rd., Tucson, AZ 85704
* **Whole Foods Market Paradise Valley** - 10810 N. Tatum Blvd, Phoenix, AZ 85028
* **Whole Foods Market Scottsdale** - 7111 East Mayo Blvd, Phoenix, AZ 85054
* **Whole Foods Market Sedona** - 1420 West Highway 89A, Sedona, AZ 86336
* **Whole Foods Market Speedway** - 3360 E. Speedway Blvd., Tucson, AZ 85716
* **Whole Foods Market Tempe** - 5120 S. Rural, Tempe, AZ 85282

Defined as a severe disruption to eating, drinking, or digestion that is not age-appropriate and may cause medical problems and compromise growth and development, pediatric feeding disorders are estimated to affect 51,000 children in Arizona and over 2.3 Million children under the age of 5 nationally.

Held quarterly, Whole Foods Market first implemented Community Giving Days in 1993, during which 5 percent of the day’s net sales are donated to support local nonprofit or educational associations that align with the brand’s core values. For 39 years, Whole Foods Market has been the world’s leading natural and organic foods retailer. As the first national certified organic grocer, Whole Foods Market has 490 stores in the United States, Canada, and United Kingdom.

**About Feeding Matters**

For kids with pediatric feeding disorder, every bite of food can be painful, scary, or impossible, potentially impeding nutrition, development, growth, and overall well-being. Founded in 2006, Feeding Matters is the first organization in the world devoted to accelerating identification, igniting research, promoting collaborative care, and encouraging awareness and understanding for pediatric feeding disorder. In 2017, Feeding Matters reached more than 129,000 families and medical professionals from all 50 states and 112 countries.

Since 2014, Feeding Matters has leveraged its medical professional council and relationships with internationally renowned pediatric feeding experts to facilitate a groundbreaking consensus paper. Recently accepted for publication with minor revisions by the Journal of Pediatric Gastroenterology and Nutrition, the paper declares a unifying name and stand-alone diagnosis for the broad spectrum of pediatric feeding struggles now treated as a symptom to over 300 other conditions, such as autism, cerebral palsy, and cystic fibrosis.

To learn more about pediatric feeding disorders, visit [feedingmatters.org](http://www.feedingmatters.org) or follow us on Facebook, Twitter, Instagram and YouTube at [@FeedingMatters](http://www.twitter.com/feedingmatters).