



News Release

For Immediate Release

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Colorado Chautauqua Association partners with Whole Foods Market to connect modern digital grocery convenience to old world living

Whole Foods Market signed on as Official Grocer and Contributing Sponsor and will offer in-cottage grocery delivery service to lodging guests and free sampling to summer concert attendees

BOULDER, Colo. (March 29, 2016) – The Colorado Chautauqua Association (CCA), steward of Boulder’s cultural and historical gem the Colorado Chautauqua National Historic Landmark, has announced a partnership with Whole Foods Market as the organization’s Contributing Sponsor of the 2016 & 2017 Summer Event Series and its Official Grocer.

“This is an exciting partnership for us since Whole Foods Market shares many of our values to enrich the community,” said Andrea McGimsey, executive director of the Colorado Chautauqua Association. “As our neighborhood grocery store, Whole Foods Market is a perfect partner to serve Chautauqua’s activities and our guests’ needs.”

As the Official Grocer of the nonprofit, Whole Foods Market will offer year-round online grocery shopping and delivery services to lodging guests staying at the NHL’s historic cottages and lodges. This will be the first time in the cultural retreat’s history that guests will be able to tap into modern shopping and delivery conveniences from their smartphones and laptops while they are relaxing in Chautauqua’s historic surroundings.

Whole Foods Market also joins local businesses Flatirons Bank, Insight Designs, Holland & Hart, Incredible Smiles, Photocraft/GraphX Group, DK Printing, 97.3 KBCO and the Daily Camera as a Summer Event Series Sponsor. With this partnership, the community can look forward to Whole Foods Market’s presence and participation at summer events and concerts in the historic Auditorium, and as part of the venue’s outdoor expo.

“Since 1898 the Colorado Chautauqua has enriched our community with culture, art and education. Our mission is to support Boulder organizations like Colorado Chautauqua Association with the same passion that we support healthy and sustainable food,” said Jennifer Sims, regional marketing and community relations manager at Whole Foods Market. “Whole Foods Market is excited to support Chautauqua and their guests with the convenience of grocery delivery to the cottages in under two hours.”

Shoppers to Whole Foods Market will have the opportunity to learn more about Colorado Chautauqua Association and all its programs and services on Thursday, April 7, when the association will be present in participating stores (Boulder's Pearl, Baseline & Ideal locations, Superior and Bradburn (Westminster)) as the recipient of the grocer's 5% Day, where five percent of that day's net sales are donated to local nonprofits.

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About Whole Foods Market

Founded in 1978 in Austin, Texas, Whole Foods Market is the leading natural and organic foods supermarket, the first national "Certified Organic" grocer, and uniquely positioned as America's Healthiest Grocery Store™. In fiscal year 2015, the Company had sales of approximately \$15 billion and currently has 434 stores in the United States, Canada, and the United Kingdom. Whole Foods Market employs approximately 91,000 team members and has been ranked for 19 consecutive years as one of the "100 Best Companies to Work For" in America by Fortune magazine.

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About Colorado Chautauqua Association

The Colorado Chautauqua Association is a 501(c) (3) nonprofit organization that preserves, perpetuates and improves the site and spirit of the historic Chautauqua, enhancing its community and values through cultural, educational, social and recreational experiences. The chautauqua experience is based on lifelong learning, love of nature, voluntary simplicity, and music, oration and the arts. Historic significance, traditions, cultural relevance, respite and enrichment are among the community benefits provided by the Colorado Chautauqua. CCA serves as the steward of historic Chautauqua. It leases from the City of Boulder and has full responsibility for preservation and use of 26 acres of Chautauqua Park, home to many public buildings, gardens and 99 cottages, 58 of which are available for rental through the Association. The Colorado Chautauqua was designated a National Historic Landmark in 2006. The Colorado Chautauqua Association is a Scientific & Cultural Facilities District (SCFD) Tier II organization. For more information about the Colorado Chautauqua and the CCA visit www.chautauqua.com or www.facebook.com/coloradochautauqua. For access to historic or event photos, or to arrange interviews with executive director Andrea McGimsey, please contact Ann Obenchain at ann.obenchain@chautauqua.com or 303.952.1645.