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FOR IMMEDIATE RELEASE

ROUNDUP AT THE REGISTER IN AUGUST AT SEVANANDA NATURAL FOODS MARKET TO SUPPORT OPERATION P.E.A.C.E., INC.

Atlanta, GA (August 12, 2014) – Operation P.E.A.C.E. is the featured non-profit for the month of August for Sevananda Natural Foods Market's **Be The Change Program**. Each month a different 501(c)3 organization is featured at the co-op. This program's goal is to give back to the community and create a healthier Atlanta by providing financial and promotional support to worthy non-profits making a difference.

Operation P.E.A.C.E. was selected by a committee of Sevananda employees who chose 12 non-profit organizations from among those who applied. "The variety of causes is what makes Be The Change a vibrant entity at Sevananda. Often we hear that people are overwhelmed by the negative things going on in the world. This is a chance to do something about it!" explains Ifini Sheppard, Assistant Marketing/Outreach for Sevananda. Each time a customer goes through the register they have an opportunity to make a contribution by donating a specific dollar amount or rounding their purchase up to the nearest dollar to support the featured organization. "We are excited about the opportunity to increase awareness around our youth programming because the funds raised will support youth yoga instruction through our partnership with Sacred Thread Yoga Studio", states Catherine Foster-Rowell, Operation P.E.A.C.E.'s Executive Director.

Sevananda's Be The Change Program originally began as the "Community Change Program" and was started by Sevananda Natural Foods Market in 1997 in order to make contributions to locally based non-profit organizations. The program was renamed "Be The Change" in 2008, and is so-named after the quote from Mahatma Ghandi: "We must be the change we wish to see in the world."

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About Operation P.E.A.C.E. Inc.

Founded in 1995, Operation P.E.A.C.E. Inc. is a multi-service agency that works to develop the community by empowering families to be self sufficient through literacy, vocational and technical skills programs in adults; by nurturing academic, entrepreneurial and leadership skills in youth; and by reaching out to and encouraging seniors to be active and remain a vital part of the community. For more information about Operation P.E.A.C.E, please visit www.operationpeace.org.

About Sevananda Natural Foods Market

Sevananda Natural Foods Market is a consumer-owned natural foods market that has provided quality whole foods to shoppers and members in Atlanta and surrounding cities since 1974. For more information about Sevananda Natural Foods Market, please visit <http://www.sevananda.coop>.