



*For immediate release*

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### **Woodman's Food Markets Partner with R.E.A.C.H. a Child**

#### **100% of Sales from Children's Book Series to Benefit "Back Packets" Program to Help Kids Enduring Crisis Situations**

MADISON, WISCONSIN—March 30, 2010—Woodman's Food Markets is pleased to announce a partnership with R.E.A.C.H. a Child Publishing to become the debut retailer of *"The Kind Hearted Pig,"* the first book in a new series by acclaimed children's book author Paul S. Gilbertson, also founder of R.E.A.C.H. a Child. One hundred percent of the proceeds from the sale of this children's book series at Woodman's will benefit children in crisis directly through the REACH a Child "Back Packets" program.

"Woodman's Food Markets is committed to giving back to our community and believes that providing police and first responders with every available resource will allow them to better serve children throughout Wisconsin and Northern Illinois," said Woodman's Vice President, Clint Woodman. "We hope that during this Easter season our customers will purchase this fabulous book for their children and help all children in their time of need."

R.E.A.C.H. a Child aims to put smiles on the faces of children in crisis across America through the power of books. Whether the children are in the hospital, victims of domestic disturbance, or automobile accident or temporarily homeless, R.E.A.C.H. a Child wants to help the police and other first responders engage these children in a positive way.

Madison Police Chief, Noble Wray believes the R.E.A.C.H. A Child program promotes "engagement with the children in our community" and is "a fun and imaginative way of helping comfort a child in distress."

*"The Kind Hearted Pig"* will be available for a special price of \$3.99 at Woodman's store locations throughout Wisconsin and Northern Illinois this spring. The story begins on a hot summer day at the Haugstad Family Farm, where Nick, a piglet, is busy playing with all the other farm animals, except his brothers and sisters. Young readers learn how the siblings and friends deal with their emotions and feelings through the delightful tale and its wonderful illustrations.

R.E.A.C.H A Child was founded in 2007 with a simple mission **"To put a smile on the face of a child in the time of need..."**

**Founded by Willard Woodman in 1929 in Janesville, Wisconsin, Woodman's Food Markets is an employee-owned grocery store that prides itself on everyday low prices and an incredible selection of products, including produce, meat, dairy, organics, international food, photo and liquor, in warehouse-sized stores and adjacent gas and lubes throughout Wisconsin and Northern Illinois. Woodman's thirteenth store is slated to open in late 2010 in Menomonee Falls, Wisconsin.**

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If you would like more information on this topic or to schedule an interview with the Author and REACH a Child Founder Paul Gilbertson, please contact Lauren Trentadue at (866)992-6324 or e-mail: [Lauren.Trentadue@REACHaChild.org](mailto:Lauren.Trentadue@REACHaChild.org).