

FOR IMMEDIATE RELEASE

One-day special produce sale event on May 7 to benefit consumers and school kids of Elkhart County.

SOUTH BEND, IN/May 1, 2009/Martin's Super Markets/ -- All seven Martin's Super Markets in Elkhart County, Indiana will hold a one-day produce sales event on Thursday, May 7. The One-day Truckload Produce Sale is targeted to both encourage and assist Elkhart County residents seeking to maintain nutritious habits on what might be increasingly limited budgets. Thirteen of the most popular types of fruits and vegetables will be featured at extreme values at this first-ever sale.

"Elkhart County continues to suffer from the combined blows of negative national publicity and continued layoffs," according to Ed Osowski, Martin's director of Produce and Floral. "The stresses this has created are very real, and have challenged shoppers to make the most of every food dollar they spend. Unfortunately, one of the first sacrifices many might choose to make is to eliminate fresh fruits and vegetables from their diet. But studies show that making fresh produce an appropriate part of the diet not only helps maintain physical health, but can contribute to more positive mental health as well.

That's when we decided to contact some of our produce partners like Dole, Driscoll's, CMI and others, and ask if they could supply us with truckloads of first-quality fruits and vegetables in huge quantities, and at big discounts. They agreed, and our goal is to pass on those savings directly to shoppers in a big, one-day event as a way to remind folks that eating right can, and should, continue to be a part of their everyday lives."

In partnership with Elkhart County Childhood Obesity Initiative, Martin's will distribute over 6,000 coupons to Elkhart County elementary schoolchildren which will be redeemable on May 7 at the Elkhart County stores. The coupons may be redeemed for both a free Disney Garden Sliced Apple as well as a Mini Carrot Sticks individual-serving healthy-snack pack. No purchase is necessary.

In addition to representatives from produce suppliers on hand at the seven stores to answer shoppers' questions, Martin's Clinical Coordinator, Pharm.D., CDE, Staci Norman will be hosting free educational sessions and store tours at the Martin's located at 3900 E. Bristol Street in Elkhart at 10:00 a.m. and at the Martin's located at 1527 Bashor Road in Goshen at 1:00 p.m.

Other Elkhart County Martin's stores participating in the sales event are located in Elkhart at 1200 Nappanee Street, 201 Concord Mall, 555 E. Jackson Boulevard and 3267 Northview Drive; and in Nappanee at 242 N. Oakland Avenue.

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

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