



**For Immediate Release:**

May 5, 2014

**HELP OF SOUTHERN NEVADA AND WHOLE FOODS MARKET  
TEAM UP FOR “HELP20” BOTTLED WATER CAMPAIGN**

*Annual campaign aims to provide area homeless with relief during the hot summer months*

**Tweet it:** #HELP20 Visit any #Vegas [@WholeFoods](#) to donate bottled water to area homeless

**Las Vegas, NV –** [HELP of Southern Nevada](#)’s “HELP20” campaign encourages Southern Nevadans to help protect homeless residents from the dangers associated with the summer heat by donating bottled water at any Las Vegas area Whole Foods Market from June 1 through August 31.

Those looking to donate bottled water can do so by visiting Whole Foods Market Tenaya (7250 W. Lake Mead Blvd.), Town Square (6689 Las Vegas Blvd.), Henderson (100 S. Green Valley Parkway) and Fort Apache (8855 W. Charleston Blvd.). All four locations will serve as collection points for HELP of Southern Nevada. Bottled water donations can be purchased in-store and donated or purchased elsewhere and dropped off. The water will be collected on a regular basis and distributed to area homeless.

“Thanks to the support from Whole Foods Market and the local community, “HELP20” has allowed us to get water to thousands of residents that need it most,” remarked HELP of Southern Nevada President and Chief Executive Officer Terrie D’Antonio. “We are hopeful for another successful year that will allow us to protect our homeless population from some of the serious ailments associated with extreme heat.”

Additionally, those looking to make a monetary donation throughout the campaign will be able to do so by tossing their change into branded HELP of Southern Nevada change jars at all four of Whole Foods Markets’ Las Vegas area locations or by submitting a donation through the nonprofit’s website at [www.helpsonv.org](http://www.helpsonv.org).

For more information please contact Abby Quinn at [aquinn@helpsonv.org](mailto:aquinn@helpsonv.org) or 702-836-2130.

**About HELP of Southern Nevada:**

HELP of Southern Nevada operates nine departments, consists of 97 employees and serves more than 103,000 unduplicated clients each year. The services HELP provides assist low-income families, homeless teens and adults among other individuals, to become more self-sufficient through direct services, trainings and referrals. Programs available include Shannon West Homeless Youth Center, Emergency Resources Services, Framing Hope Warehouse, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center, Holiday Assistance, Nevada 2-1-1 and Homeless Outreach. For more information, call HELP of Southern Nevada at 702-369-4357 or visit [www.helpsonv.org](http://www.helpsonv.org).

**About Whole Foods Market®**

Founded in 1980 in Austin, Texas, Whole Foods Market ([wholefoodsmarket.com](http://wholefoodsmarket.com), NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 80,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 17 consecutive years. In fiscal year 2013, the company had sales of \$12.9 billion and currently has more than 370 stores in the United States, Canada and the United Kingdom.

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**For More Information**

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