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On March 8, Whole Foods Market will donate 5 percent of net sales to PBS Hawai'i

HONOLULU – Whole Foods Market Hawai'i has selected PBS Hawai'i as its statewide nonprofit partner for its upcoming Community Giving Day on Wednesday, March 8.

That day, five percent of net sales from all three Whole Foods Market locations in Hawai'i – Kahala and Kailua on O'ahu, and Kahului on Maui – will go toward supporting PBS Hawai'i's mission of advancing learning and discovery through its video programming.

Whole Foods Market hosts Community Giving Days twice a year to benefit local nonprofits. These initiatives are part of the company's core values and commitment to serving and supporting local and global communities.

"We are thrilled to partner with PBS Hawai'i, as we have a shared interest in providing the highest quality products," says Annalee England, Whole Foods Market Kahului Store Team Leader. "Whole Foods Market does so through our selection of the best natural, organic and locally sourced foods, and PBS Hawai'i through their incomparable programming for the whole family."

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Students from Waiakea High School in Hilo are among those from the 90 public, private and charter schools across the Islands in HIKI NŌ, PBS Hawai'i's flagship digital learning initiative, which will benefit from Whole Foods Market's Community Giving Day.

PBS Hawai'i's statewide digital learning initiative, **HIKI NŌ**, will benefit from the Community Giving Day. Through this program, PBS Hawai'i offers free digital storytelling training for the program's 90 participating public, private and charter schools across the Islands. The student video stories that result from this training are showcased online at pbshawaii.org, and on Thursday nights at 7:30 on PBS Hawai'i.

Since its launch in 2011, HIKI NŌ has served more than 4,800 students. More than half of HIKI NŌ schools are Title I, the federal designation of schools with at least 40 percent of students coming from low-income families.

"With HIKI NŌ, PBS Hawai'i is bridging serious educational and socioeconomic gaps," says Leslie Wilcox, PBS Hawai'i President and CEO. "This partnership with Whole Foods Market will help us with this important work in our island communities – some as near as those in PBS Hawai'i's own neighborhood of Kalihi, and as far and remote as South Point on Hawai'i Island."

Other programs produced locally by PBS Hawai'i include the live, weekly community affairs program **Insights on PBS Hawai'i**, the half-hour interview program **Long Story Short with Leslie Wilcox** and the Hawaiian music series **Na Mele**.

As the Islands' only member of the trusted Public Broadcasting Service, PBS Hawai'i carries flagship PBS programs, including **Masterpiece**, **Antiques Roadshow**, **Independent Lens**, **NOVA**, **Frontline** and educational children's programming on **PBS KIDS**.

PBS Hawai'i is also one of a handful of PBS stations in the country to carry a live feed of English-language international news coverage from Japanese public broadcaster **NHK World**.

PBS Hawai'i is a 501(c)(3) nonprofit organization and Hawai'i's sole member of the trusted Public Broadcasting Service (PBS). We advance learning and discovery through storytelling that profoundly touches people's lives. We bring the world to Hawai'i and Hawai'i to the world.

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