

Exhibit 30 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX01321)

From: Colleen Rauscher (RM CCK)

Sent: 06/08/2006

To: RM ALL Store Marketing

Cc: Nona Evans (SW SWC); Ed Fish (RM CCK); Tim Gates (RM HSO); Will Paradise (RM HSO)

Bcc:

Subject: What's Up At Cherry Creek!

So, I realize that while it hasn't been a habit of mine to send out our successes, I should do it more often just to share ideas. That being said, here are a couple of cool things we're doing this summer.

Our partnership with the Denver Botanic Gardens has just blossomed and is a GREAT fit for us. It's great to work with like-minded conservationist groups, and the largest demographic in our zip code, Bohemian Mix, is THE Botanic Gardens member. We are getting great exposure with this demographic through this relationship and it really allows us ample opportunity to tell our story and focus on educating them on our value lines. What we've done with the Botanic Gardens includes:

- Selling our compost at their annual plant sale, 5,000+ people attending
- Promoting our Concert Cuisine picnic baskets for their summer concert series
- Running our own culinary series at the garden – see info below. In this series all ingredients are from our store, and all recipes include a shopping list using WFM products and 365 label items.

Whole Foods Market Gourmet Garden Series

Join James Herringer of Whole Foods Market Cherry Creek to sample the best of the kitchen garden. Herringer trained at the California Culinary Academy before working in San Francisco, New York, Italy, Miami, Aspen. His reputation for entertaining on a budget complements his fresh, natural, innovative style.

Course #06SLL425, Series of 7, \$65 member; \$77 non member

Sun., 3-5 p.m. June 11 Herbs

Sun., 3-5 p.m. June 25 Edible Flowers

Sun., 3-5 p.m. July 16 Haricot Vert

Sun., 3-5 p.m. July 30 Garlic

Sun., 3-5 p.m. August 13 Mushrooms

Sun., 3-5 p.m. August 27 Fingerlings

Sun., 3-5 p.m. September 10 Chiles

Green Mission/Team Trainers

At our Earth Day Event, I met a customer that works for the Alliance for Sustainable Colorado. She asked if we would join a committee that she works with that is working on getting the Denver Convention Center to compost and recycle. It's a HUGE project, but the Team Trainers and I have an action plan we think is going to work. We are starting by educating ourselves on every aspect of our recycling and composting program, and we'll use that research to make a training program. Once this training program is complete and we are well versed in presenting it, we will have a meeting with the Facilities and Operations directors of the Convention Center, as well as the Advisor to The Mayor (don't know what that lady does, but sounds important). We'll keep you updated on this project!

Colleen Rauscher

Marketing Director

Whole Foods Market Cherry Creek

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Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

~ Margaret Mead (1901 - 1978)

