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Media Contact: JAG Public Relations (joe@jagpublicrelations.com, 707.795.9400)
Music Contact: Frank Hayhurst (frank@oliversmarket.com)

**Oliver's Markets Launch the Real Music Program
Compilation CDs of Local Music to Benefit The Redwood Empire Food Bank**

Rohnert Park, Calif. (March 21, 2012) — Customers strolling through Oliver's Markets will soon have the opportunity to place yet another homegrown product in their shopping carts. The grocery chain already stocks about 5,000 items from Sonoma County growers and producers, but it is taking the homegrown concept to a new level with the launch of the **Sonoma County Real Music** program. The multi-faceted campaign promotes local music and musicians to further the Oliver's tradition of supporting the local community.

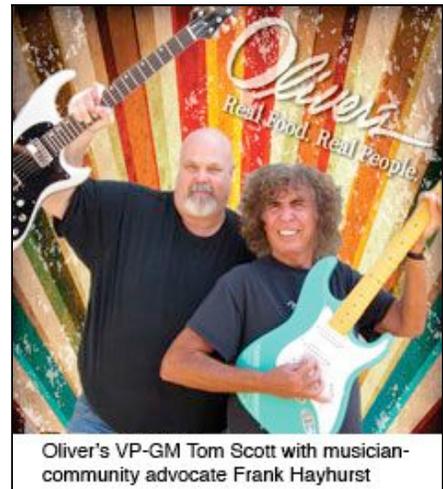
At the cornerstone of the program is a series of compilation CDs that will be sold at Oliver's Markets with profits benefiting the Redwood Empire Food Bank (www.refb.org). Submissions are now being accepted for **The Sonoma County Real Music Compilation Vol. 1**, the first of three slated for 2012. The sampler CD will feature 14 acts and is expected to be available for purchase at Oliver's Markets by April 20. (See below for submission information.)

"Local music is important to our community and well-being, just like local food," said Oliver's Markets' Vice President and General Manager Tom Scott, the architect of the Real Music program. "It's a natural extension of the Oliver's family to embrace and celebrate the diversity and creativity of our home-grown musicians."

The Real Music program will offer live performances by local acts at Oliver's Markets, release parties for the compilation CDs at The Last Record Store in Santa Rosa, and a series of workshops for musicians at Zone Recording in Cotati.

Furthermore, the compilation CDs will be integrated into the house music mix at all Oliver's Markets and promoted via local radio and www.oliversmarket.com. Oliver's Markets will also sell CDs produced by a selection of local recording artists.

"The Real Music project will benefit real local people in need of food assistance, and help us end hunger in our community," said David Goodman, executive director of the Redwood Empire Food Bank. "About 78,000 of our neighbors rely on our organization every month for food, and we rely on homegrown innovators like Tom Scott of Oliver's Markets."



Oliver's VP-GM Tom Scott with musician-community advocate Frank Hayhurst

Support from the Sonoma County Community

The program already has a coalition of supporters including Doug Jayne of The Last Record Store, Blair Hardman of Zone Recording, *The Krush 95.9 FM*, and musician/community advocate Frank Hayhurst.

"While our local music scene is vibrant and really diverse, there are too few ways for musicians to bring their music to the attention of the public," said Hayhurst. "Real Music is a wonderful opportunity for local musicians to get the recognition they deserve."

Submissions for The Sonoma County Real Music Compilation CD

Submissions for the compilation CDs should be emailed to Hayhurst (frank@oliversmarket.com), and include a short biography, contact information, and an MP3 of a song from a currently available CD. All types of music are welcome. See the [Sonoma County Real Music](#) page on the Oliver's website.

About Oliver's Markets | Real Food | Real People

Established in 1988, Oliver's Markets (www.oliversmarket.com) is a locally owned and operated grocery chain in Sonoma County, California that is dedicated to offering the finest selection of natural, conventional and specialty products. This mission begins with a commitment to support a community of 300 local partners including staff, schools, nonprofit groups, farmers, and producers of food and wine as well as its "Green Item of the Month" and the Sonoma County Real Music program. A member of the Sonoma County GoLocal Cooperative, Oliver's received "Green Business Certification" from the Sonoma County Green Business Program (2011), a "Best Practice Award" from the Business Environment Alliance (2007), and the title of "Best Grocery Store" from the *North Bay Bohemian* (2010).

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