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For Immediate Release

Contact Person: Kelly Hartford – 858-793-7755 (marketing@jimbos.com)

Jimbo's...Naturally! Supports Local Nonprofit

San Diego, CA – Butterfly Farms has been designated by Jimbo's...Naturally! as the beneficiary of its Anniversary Sale which will be held on Saturday, October 22nd. Butterfly Farms will receive 5% of the entire day's sales from all five Jimbo's...Naturally! locations. Additionally, customers receive 5% off their purchase, with the option of donating those savings to Butterfly Farms. Raised funds will be used to continue their educational programs in a wondrous child-friendly environment, where they have introduced native butterflies to well over 10,000 children.

Butterfly Farms strives to teach conservation, not just in the classroom but also by example, outside in the ecologic field called nature. Their classrooms nurture students to learn about our fragile environment; the interaction between pollinators, plants and animals and the explorative discoveries of outdoor life. As an intrinsic part of the Butterfly Farms mission, their educational program offers field trips to local school children and interested groups. They work closely with Title 1 schools and offer scholarships to underprivileged students who are interested in observing and studying pollinators and ecosystem dynamics.

"I have been a huge fan of Jimbo's...Naturally! for decades," said Pat Flanagan, Co-Founder and CEO of Butterfly Farms. Jimbo's dedication to the San Diego community, environment and organic practices are top notch. Butterfly Farms is extremely honored to be chosen as this year's recipient of their Anniversary Sale."

"We are proud to be able to sponsor Butterfly Farms. Their focus on both the ecosystem and giving our youth a greater understanding of butterflies, and in general the environment, is totally in alignment with what Jimbo's...Naturally! is all about!" said Jim "Jimbo" Someck, owner of Jimbo's...Naturally!. The work they do is commendable, and those who have had the opportunity to experience what they do have only wonderful things to say about them. It is our privilege to be able to partner with Butterfly Farms on our Anniversary Sale, as we know the donation will be put to great use."

ABOUT JIMBO'S...NATURALLY!

Jimbo's...Naturally! is a complete natural foods grocery store. In order to fulfill its mission of providing the highest quality organic and natural foods, Jimbo's...Naturally! places a strong emphasis on local and organic produce. Jimbo's...Naturally! also carries a full line of groceries, vitamins, health & beauty aids, hormone-free and antibiotic-free meats, an in-house deli, a made from scratch bakery and a juice bar. Locations include Carmel Valley, Escondido, Carlsbad, 4S Ranch and downtown San Diego at Westfield Horton Plaza. To learn more, visit <http://jimbos.com>.

ABOUT BUTTERFLY FARMS

Butterfly Farms is a nonprofit organization dedicated to education, conservation and research of our important pollinators. In their butterfly cozy, 2,000 square-foot Vivarium, they study the host and nectar plant relationships of pollinators using the Monarch Butterfly as an indicator species and their vital symbol for this interaction. For more information, visit www.butterflyfarms.org.