



Great Swamp Watershed Association

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**FOR IMMEDIATE RELEASE**

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**Whole Foods 5% Day To Benefit Great Swamp Watershed Association**

*Whole Foods markets in Madison & Millburn to contribute five percent of profit earned on April 7 to 33-year-old water and land preservation group*

**Morristown, NJ**—The Great Swamp Watershed Association (GSWA) is pleased to announce that Whole Foods markets in Madison, NJ, and Vauxhall, NJ, will host a joint 5% Day in support of the organization's ongoing environmental stewardship, education, and advocacy programs.

On Tuesday, April 7, 2015, Whole Foods Rose City, located at 222 Main Street in Madison, and Whole Foods Millburn-Union, located at 2245 Springfield Avenue in Vauxhall, will be donating five percent of profits earned that day to the 33-year-old Morristown-based organization.

Area residents are encourage to shop at one of these market locations on April 7 to support the protection of water and land in and around New Jersey's Great Swamp region.

GSWA staff member, trustees, and volunteers will be stationed at both locations in order to provide additional information about the organization and its role as custodian of the local environment.

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*About the Great Swamp Watershed Association.* Founded in 1981, the Great Swamp Watershed Association (GSWA) is a non-profit organization dedicated to preserving and protecting the waters and land of New Jersey's 36,000-acre Great Swamp Watershed region. GSWA works with stakeholders in Morris County and Somerset County municipalities to maintain the health and beauty of open spaces; to educate the public about regional environmental issues; and to monitor and safeguard the five headwater streams—Loantaka Brook, Great Brook, Primrose Brook, Black Brook, and the Upper Passaic—that feed the Great Swamp and the Passaic River.