



Contact: Sam Hopperstad, Associate Marketing Manager – Community Engagement and Events
Sam.Hopperstad@wholefoodsmarket.com | (617) 460-7459

**WHOLE FOODS MARKET® and FRIENDS OF THE FELLS PRESENT *FALL for the FELLS*
5K & 10K Trail Race, Kid’s Fun Run, Family Activities & Food**

Medford, MA (October 1, 2018) – Whole Foods Market and the Friends of the Middlesex Fells Reservation have partnered again to offer their third annual “*Fall for the Fells*” 5K & 10K Trail Race and Festival on Sunday, November 4 from 12-4:30 pm. It will take place at the athletic fields behind the Medford High School at 489 Winthrop Street.

Geared towards families, community members, and trail runners alike, the festival and trail race event will feature an option of a 5K or 10K run through the woods of the Middlesex Fells Reservation, as well as kid’s fun run, family activities provided by Knucklebones and the Medford Family Network, music, free samples, and food trucks. All festival activities are free and open to the public.

Race registration fees are \$30 for the 5K, \$40 for the 10K. Active Friends of the Fells members receive ten dollars off upon registration. Register at <https://friendsofthefells.wildapricot.org/event-3067124> or visit our fells.org website.

“Whole Foods Market is excited to celebrate the Middlesex Fells Reservation with a day of family activities and great food! We are inspired by the work of the Friends of the Fells and understand its importance for the community – now and for future generations. That is why we run and hope you can join us.”

-Team Whole Foods Market

“This annual event, in cooperation with Whole Foods Market and Friends of the Fells, is all about community—bringing everyone together to celebrate a healthy and active lifestyle in our ‘People’s Forest’”

–Ron Morin, Executive Director, Friends of the Middlesex Fells Reservation

For more information, please visit the Friends of the Fells’ website, Facebook page, or contact friends@fells.org.

###

About Whole Foods Market®

For 39 years, Whole Foods Market 365 has been the world’s leading natural and organic foods retailer. As the first national certified organic grocer, Whole Foods Market has over 470 stores in the United States, Canada and United Kingdom. To learn more about Whole Foods Market, please visit media.wfm.com.

About the Friends of the Fells

Since 1986 the Friends of the Fells has been dedicated to the protection and harmonious use of the MA-DCR’s Middlesex Fells Reservation, promoting awareness, policies and programs which honor and preserve the landscape

and heritage of this public resource for current and future generations. For more information please visit www.fells.org.

About the Massachusetts Department of Conservation and Recreation

The Massachusetts Department of Conservation and Recreation (MA-DCR) is steward of one of the largest state parks systems in the country. Its 450,000 acres is made up of forests, parks, greenways, historic sites and landscapes, seashores, lakes, ponds, reservoirs and watersheds. The Middlesex Fells Reservation's 2,575 acres offer a welcome retreat for city dwellers and a suitable terrain for hikers, horseback riders, rock climbers, cross-country skiers and picnickers as well as natural and cultural history buffs.