



dedicated to finding a cure



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FOR IMMEDIATE RELEASE

**The Fresh Market and Juvenile Diabetes Research Foundation Team Up
To Find a Cure for Type 1 Diabetes
*100 Percent of "Sidewalk Sale" Proceeds Will Benefit JDRF***

GREENSBORO, N.C. (August 22, 2008) —The Fresh Market will hold its 14th annual Hope Floats Sidewalk Sale on Friday, September 12, through Sunday, September 14, from 11:00 a.m. – 6:00 p.m. daily to benefit the Juvenile Diabetes Research Foundation. Each of The Fresh Market's 80 stores in 18 states will offer root beer floats, hot dogs and gourmet cookies in exchange for a donation to JDRF in support of its mission to find a cure for diabetes and its complications.

The Fresh Market is pleased to supply all food products for the event and will donate 100 percent of the money raised over the three days directly to JDRF. Last year The Fresh Market was proud to raise over \$254,000; its goal for 2008 is \$300,000. In addition, The Fresh Market will run a "JDRF Sneaker Sale" campaign that will begin August 29, and run through September 14. Customers can make additional donations by purchasing paper "sneakers" at The Fresh Market's checkout counters to show support for this worthy cause. JDRF Collection Containers will also be placed at each checkout counter, as every penny counts.

"For more than a decade, the Berry family and The Fresh Market have been dedicated supporters of JDRF's mission: to find a cure quickly," said Robin Harding, JDRF's Executive Vice President and Chief Operating Officer. "We are grateful for the partnership and always look forward to the annual Sidewalk Sale, which is helping us turn research into reality."

The Hope Floats Sidewalk Sale is one of the many ways The Fresh Market continues to support JDRF. Last year, the company hosted SummerFest: *A Celebration of 25 Years of Service*, a daylong celebration that donated \$12,815 from raffle ticket sales and 10 percent of the day's store sales to JDRF. In addition, The Fresh Market was the first Presenting Sponsor for the Walk to Cure Diabetes held in the corporate headquarters city of Greensboro, NC. The company has also consistently been a Research Sponsor, the highest gala sponsorship level of the JDRF Piedmont Triad Chapter, and was honored at their initial gala in 2001.

"This event brings communities together each year to increase awareness and raise critically needed funds for research of type 1, often called juvenile diabetes," said Ray Berry, Founder of The Fresh Market. "This is a cause our company has championed for many years and we are excited to see the local stores embracing the cause in their neighborhoods."

For store locations and more information about The Fresh Market, please visit www.thefreshmarket.com.

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