

**For Immediate Release:**

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# San Jose's First Whole Foods Market to Break Ground

***Site of the New Market is Located in the Hoffman/Via Monte Strong Neighborhood Redevelopment Project Area***

**Event:** The San Jose Redevelopment Agency, the City of San Jose and the community to celebrate the groundbreaking of San Jose's Whole Foods Market.

**When:** [Friday, December 18, 2009](#)  
11:00 a.m.

**Where:** 1146 Blossom Hill Road (at Almaden Expressway, San Jose)

**Who:** Vice Mayor, Judy Chirco, District 9  
Councilmember Nancy Pyle, District 10  
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency  
Glen W. Moon, Northern California Vice President of Store Development, Whole Foods Market  
Laura Munguia, Vice President, Hoffman/Via Monte Neighborhood Action Coalition

**Background:** Whole Foods Market, the nation's supermarket leader in natural and organic foods, will begin construction on its first San Jose store at Blossom Hill Road and Almaden Expressway. The San Jose Redevelopment Agency and the City of San Jose partnered with Whole Foods Market by providing site location and permitting assistance. The planned 50,000-square-foot store will join the area's other major retailers including Office Max, Barnes and Noble, Trader Joe's and Costco.

Founded in 1980 in Austin, Texas, the Market employs more than 51,000 people and plans to generate approximately 200 jobs at its new San Jose store. To learn more, please contact Jennifer Marples, [jennifer@koacommunications.com](mailto:jennifer@koacommunications.com), (415) 986-1593 or visit [www.wholefoodsmarket.com](http://www.wholefoodsmarket.com).

Whole Foods is located in the Hoffman/Via Monte Strong Neighborhood, a project area that has received more than \$4 million in redevelopment funds. Past redevelopment improvements projects include alleyway enhancements, residential landscaping, temporary neighborhood center and other planned improvements. To learn more about the Redevelopment Agency and its

projects, please visit [www.sjredevelopment.org](http://www.sjredevelopment.org).

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