

BEE'S WRAP INC.

PRESS RELEASE

6/28/24

For Immediate Release

913-544-3319 gracegaume@gmail.com

BEE'S WRAP AND WHOLE FOODS LAUNCH "FEED THE BEES" CAMPAIGN FOR WORLD BEE DAY

Bee's Wrap, in partnership with Whole Foods Market, announces the "Feed the Bees" campaign, launching nationwide in April 2024 at Whole Foods locations, beginning in Vermont. The initiative culminates on World Bee Day, May 20. Throughout April, customers can exchange single-use plastic bags for honey bee-friendly plants at participating Whole Foods stores. This campaign encourages patrons to create bee forage oases at home, raising awareness about plastic waste and the impact of global warming on flowering times in urban landscapes. Participants are invited to share their plants on social media using #feedthebees and #worldbeeday. Sarah Kaeck, Founder of Bee's Wrap, stated, "Our partnership with Whole Foods highlights the importance of sustainable practices and the vital role bees play in our ecosystem." Jason Buechel, CEO of Whole Foods Market, added, "This initiative not only supports environmental sustainability but also encourages our customers to make a positive impact on the planet." During April, patrons can visit Whole Foods Market locations to participate in the "Feed the Bees" campaign. By recycling plastic waste, they receive a plant to support bee populations. Additionally, Bee's Wrap will donate 10% of May sales to a designated environmental cause. Bee's Wrap is dedicated to providing sustainable alternatives to plastic wraps, offering eco-friendly solutions for food storage. Our mission is to reduce plastic waste and promote environmental stewardship.

For additional details please visit the Bee's Wraps website at <https://www.beeswrap.com/>

###