

**Big John's Market
1345 Healdsburg Avenue
Healdsburg, CA 95448**

PRESS RELEASE

2010-09-07

FOR IMMEDIATE RELEASE

CONTACT:

John Lloyd
Big John's Market
707-433-7151 x 125
johnlloyd@bigjohnsmarket.com
www.bigjohnsmarket.com

BIG JOHN'S MARKET TEAMS WITH THE HEALDSBURG EDUCATION FOUNDATION

Since November 2009, Big John's Market has set aside a portion of its profit in support of public education in Healdsburg. Big John's recent donation to HEF is \$7,550!

"Public schools have struggled in California since the passage of Prop 13." says John Lloyd, CEO of the community market. "My wife Kim & I are committed to help support youth causes, especially education, for reasons that become painfully obvious as an employer. We seem to take for granted that the bell curve is a reasonable measure of the expectation of success, i.e. that F or D grades will necessarily happen. I believe that no child should be allowed to fail because no child really wants to fail!"

"Kim & I are also supporting the upcoming parcel tax initiative as a way to close the tremendous shortfall the local schools have suffered", Lloyd said.

Mary Burke, Healdsburg Unified School District Trustee and HEF Board of Director, states, "Despite the demands of running a large and successful business enterprise, John and Kim Lloyd are deeply committed to the Healdsburg community, serving on numerous nonprofit boards and supporting local initiatives. John Lloyd has taken a leadership role on the Healdsburg Education Foundation as well as in supporting the passage of a Parcel Tax for education. The Lloyd's generous gift is merely another example of their passion, commitment and dedication to the children of Healdsburg, and to Healdsburg itself. "

Big John's Market is in its 17th year of serving the Healdsburg – Geyserville area.

For more information about HEF, please contact Pamela Swan, HEF Director, 433-1223, pswan@hefschools.com