

***For Immediate Release***

Contact information:

for Brighter Beginnings  
Ann Marie McGee  
focusONE  
925.975.0711  
[ammcgee@focusonemarketing.com](mailto:ammcgee@focusonemarketing.com)

for Pharmaca Integrative Pharmacy  
Alexis Speros  
303.867.3121  
asperos@pharmaca.com

**Brighter Beginnings Announces Pharmaca Integrative Pharmacy  
as Lead Sponsor for *Every Mother Matters***

*Sponsorship Reflects Commitment to Health and Wellness for all Families*

Oakland, Calif. March 24, 2008. Brighter Beginnings, a non-profit agency providing services for low-income families in the East Bay, announced today that Pharmaca Integrative Pharmacy, a retail chain of integrative pharmacies, is the major sponsor for its upcoming *Every Mother Matters*.

Launching its newest store location in Oakland (Rockridge) at 5729 College Avenue on March 28, Pharmaca has made a commitment to donate 10% of its Rockridge store sales from April 5 and 6 and additional health-related products for Brighter Beginnings' clients.

"Brighter Beginnings' families are among the most vulnerable in our communities," said Dr. Barbara Bunn McCullough, Executive Director, Brighter Beginnings. "Our partnership with a company so committed to health and wellness for all families in our communities is a dream for an organization like ours."

"Pharmaca believes that every mother does matter," said Gary Delay, store manager at Pharmaca's Rockridge location. "That's why we are happy to provide folic acid supplements--which studies have shown help prevent birth defects--along with financial support to Brighter Beginnings."

*Every Mother Matters* is a celebration of Mother's Day and includes a silent tea fund raiser and celebrations for Brighter Beginnings' clients in Oakland, Richmond and Antioch. Donors have an opportunity to recognize mothers through a special Brighter Beginnings' ad in the San Francisco Chronicle on Mother's Day, May 11, 2008. Additional sponsors include Numi Organic Tea, Time Inc., Aetna and Farmers Insurance.

#### About Pharmaca Integrative Pharmacy

Pharmaca Integrative Pharmacy, Inc., founded in June 2000 and based in Boulder, Colorado, is the nation's first and largest integrative pharmacy chain combining conventional prescriptions, natural and complementary health solutions. The store staff is made up of licensed health care practitioners, including pharmacists, naturopathic doctors, herbalists, nutritionists, and estheticians to provide the highest level of customer service.

[www.pharmaca.com](http://www.pharmaca.com)

#### About Brighter Beginnings

Brighter Beginnings reaches out to families through home-based services and center-based activities to promote healthy births and the development of babies and young children. Each year the non-profit organization serves over 2,200 low-income families in Alameda and Contra Costa Counties. Funded primarily by government grants, the non-profit has recently expanded its appeals for private donations to add essential services for families in critical need. A professional management staff with decades of experience in non-profit family support services supervises 50 paid staff members in three East Bay locations - Oakland, Richmond and Antioch. Additional information is available at [www.brighter-beginnings.org](http://www.brighter-beginnings.org) or by calling 877.427.7134.

###