

UC San Diego

UC San Diego News Center

March 27, 2013 | By Bryant Lim

Whole Foods Market Supports UC San Diego Student Wellness with April 10 ‘5% Day’

Five percent of net proceeds from sales will benefit well-being programs, including The Zone

UC San Diego Health, Recreation and Well-Being, which supports student activity and wellness on campus, will soon be receiving a healthy boost of their own from Whole Foods Market in La Jolla. The local grocery store will donate five percent of net proceeds from sales on Wednesday, April 10 to promote student wellness at UC San Diego. The campus’s Health, Recreation and Well-Being program will use the funds to support programming in The Zone, a student lounge that offers free programs to help UC San Diego students flourish with healthy, balanced lifestyles. Whole Foods Market’s “5% Day” is a program designed to support nonprofit community organizations committed to health and well-being.



*The Zone engages students in health and fitness activities during the annual Good Life Festival, including rock climbing, yoga and more.
Photo by Erik Jepsen/UC San Diego Publications*

The Zone, which is centrally located on campus in the Price Center Plaza, provides free wellness related programs and workshops ranging from fitness classes and nutritious cooking demonstrations to opportunities to interact and de-stress with therapy dogs. Members of The Zone's R&R (Resources and Relaxation) Squad even provide fellow students with free shoulder rubs and practical pointers on how to manage stress.



The Zone's Therapy Fluffies program, students have unity to interact with dogs to de-stress during finals

Each year, an increasing number of students take advantage of the wellness resources and programs made available to them by The Zone, which opened in 2010. Last year, 16,268 students participated in The Zone programming and 75 percent surveyed said they learned a new health or wellness skill as a result.

“We want to help students achieve their optimal well-being while on campus and leave UC San Diego prepared for a bright future in all areas of their life,” says Iris Crowe-Lerma, who oversees The Zone as a program manager for Health, Recreation & Well-Being. “The Zone’s popularity continues to grow each year, which is very exciting to see.”

The Zone also hosts The Good Life Festival, which is an event focusing on promoting on-campus wellness resources, encouraging healthy living and engaging students in attractions such as rock climbing, chair massage, food, music and more. This year’s Good Life Festival will take place May 2.

“The Zone offers a variety of programs to promote and encourage students to take care of themselves and prioritize their well-being,” says UC San Diego senior Pauline Nuth, '13, who works at The Zone and also takes advantage of the center’s programs in her spare time. “One’s well-being is vital to being able to lead a successful lifestyle as a student.”

Participation by UC San Diego students, staff, faculty, families and friends in Whole Foods Market, La Jolla’s upcoming “5% Day” will provide support to help sustain and expand The Zone’s student programs and services, including The Good Life Festival. [Whole Foods Market](#),

La Jolla is located at 8825 La Jolla Village Drive, La Jolla. For more information on The Zone at UC San Diego, please visit zone.ucsd.edu.

MEDIA CONTACT

Erika Johnson, 858-534-9372, stu-ejohnson@mail.ucsd.edu

UC San Diego's Studio Ten 300 offers radio and television connections for media interviews with our faculty, which can be coordinated via studio@ucsd.edu. To connect with a UC San Diego faculty expert on relevant issues and trending news stories, visit <https://ucsdnews.ucsd.edu/media-resources/faculty-experts>.