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FOUNDER

Bill Fishbein

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**Helping coffee-
farming families
improve the quality
of their lives.**

FOR IMMEDIATE RELEASE

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**DECLARING CONFIDENCE IN THE FUTURE OF COFFEE KIDS
FOUNDER BILL FISHBEIN RETIRES FROM ACTIVE
INVOLVEMENT AFTER TWENTY YEARS**

(Santa Fe, N.M.) – Bill Fishbein, founder of Coffee Kids, has retired from the board of directors. Declaring his confidence in the organization Fishbein has decided to pursue other opportunities to help impoverished families as well as offer his expertise to other non-profits and businesses looking to maximize the impact of their Corporate Social Responsibility dollars. Fishbein continues to be an ardent supporter of Coffee Kids and will continue to advocate for the organization in his new capacity.

Coffee Kids' non-commercial approach to development has helped tens of thousands of coffee-farming families. But millions more are in dire need. "It became obvious to me that Coffee Kids was going to have to be around for a long time," said Fishbein. "To do so, it had to become free from its dependency on me. The organization has been transitioning toward this day for several years, since Carolyn Fairman took over responsibility for day-to-day activities as executive director."

"Coffee Kids is no longer dependent upon me," added Fishbein. "The staff is led by an executive director whose heart and sensibilities are deeply rooted in programs. With a well-seasoned president and depth in grassroots program development, organizational development, finance, marketing and fundraising, the board is more capable than any other time in Coffee Kids history. I have no concerns about Coffee Kids following the money instead of the mission."

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Rob Stephen, President of the Coffee Kids board of directors said, "As we celebrate the 20th anniversary of Coffee Kids, we applaud Bill's vision as the founder of this extraordinary organization. To truly honor his work over the last two decades and demonstrate respect for his decision to step away, we will hold fast to our mission, remain focused on meaningful programs, and continue to build infrastructure that increases our capacity to do good. The best way to say thank you to Bill and all those who have made our first 20 years possible is to ensure we are built to last well into the future."

Fishbein's vote of confidence comes as Coffee Kids prepares to formally mark its 20th Anniversary with a Dinner Celebration May 3, 2008 at the Minneapolis Convention Center during the Specialty Coffee Association of America's 2008 Conference & Exhibition. For more information call 505-820-1143 or email info@coffeekids.org.

Coffee Kids, Inc. is a non-profit organization dedicated to improving the lives of coffee-farming families. Coffee Kids currently supports economic diversification, education, and health care programs in Mexico, Guatemala, Nicaragua, Costa Rica and Peru. To learn more about Coffee Kids or to make a donation, please visit www.coffeekids.org or call 505-820-1443.

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