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

FOR IMMEDIATE RELEASE

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**COFFEE KIDS ANNIVERSARY EVENT RAISES NEARLY \$100,000
Retiring Founder Bill Fishbein Honored in Special Presentation**

(Santa Fe, N.M.) – Coffee Kids 20th Anniversary Dinner celebration raised nearly \$100,000. Over 240 people attended the event held May 3 during the Specialty Coffee Association of America's Conference & Exhibition in Minneapolis, Minn.

Representatives from Longbottom Coffee and Tea, Green Mountain Coffee Roasters Foundation, DaVinci Gourmet and Putumayo World Music made presentations on the importance of helping ensure an improved quality of life for coffee-farming families. Luca Mundaca, a Putumayo recording artist, performed at the event.

Retiring Founder Bill Fishbein was honored by representatives from CECOCAFEN, a Coffee Kids partner in Nicaragua working in education and microfinance. In a heartfelt tribute CECOCAFEN established the Bill Fishbein Medal of Academic Excellence. The medal will be given to one outstanding student each year and will cover the costs of the student's continuing education.

"It was moving to have such an outpouring of support at our 20th anniversary dinner. I can't thank enough those friends who show up year after year to help Coffee Kids. And this year we had an extraordinary number of new supporters. It was an honor for us to host an event that not only demonstrated the tenacity of this organization over the past 20 years, but also recognized the dedication of Bill Fishbein as he retires," said Carolyn Fairman, executive director of Coffee Kids.

The celebration dinner also featured the screening of a new film on the impact of Coffee Kids produced by Machine Hero, a communication arts company based in Providence, R.I. The video can be seen on the Coffee Kids Web site at www.coffeekids.org/blog.

Money raised at the celebration will be used to help Coffee Kids' partners continue their efforts in coffee-farming communities in Latin America. Coffee Kids' 12 partners work in economic diversification, health care, education and other community-based programs that help

improve quality of life for coffee-farming families and reduce their reliance on the coffee crop.

Coffee Kids, Inc. is a non-profit organization dedicated to improving the lives of coffee-farming families. Coffee Kids currently supports economic diversification, education, health care and other community-based 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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