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

**FOR IMMEDIATE RELEASE: June 14, 2010**

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## **Coffee Kids, World Barista Championship Team Up for Online Auction**

Proceeds to benefit coffee-growing families

SANTA FE — Starting June 18, everything from a home roaster to a programmable coffee maker will be auctioned on eBay to benefit Coffee Kids' projects for coffee-farming families.

The auction is part of the World Barista Championship's efforts to support Coffee Kids, an international nonprofit organization dedicated to improving the quality of life for coffee-farming families. Baristas from more than 50 countries will compete June 23-25 in London to become World Barista Champion, and the annual event will feature multiple efforts to raise awareness and funds for Coffee Kids.

The auction, which opens June 18 and closes June 24, can be accessed at <http://shop.ebay.com/coffeekids>.

Featured items, all donated by Coffee Kids supporters, include:

- Reg Barber handmade FB/80 Model for the USBC bronze trophies, made from solid maple, donated by Reg Barber Enterprises
- Capresso MT600 programmable 10-cup coffee maker, courtesy of 1<sup>st</sup> in Coffee
- Anfim Barista Grinder with digital timer and cooling fan, donated by Anfim
- Home Brewers Dream, including kettle, scale, dripper, filters, mug, a pound of coffee and a tote bag, courtesy of New Harvest Coffee Roasters
- Organic, Fair Trade, shade-grown, bird-friendly coffee, courtesy of Caffe Ibis Coffee Roasting Co.
- Behmor 1600 home coffee roaster featuring smoke-suppression technology, donated by Behmor
- Weekend Explorer Grill and Cooler, courtesy of REDW The Rogoff Firm Certified Public Accountants
- A one-year subscription to Barista Magazine, plus Barista Magazine tote bag, donated by Barista Magazine

Other events at the World Barista Championship:

- A Coffee Kids reception at 6 p.m. Thursday, June 24, featuring a “Celebrity Barista Knockout” with past World Barista Champions competing in a latte-art contest and a presentation by Coffee Kids Executive Director Carolyn Fairman.
- A coffee map featuring London’s must-visit coffee destinations. All participating shops will collect donations and raise awareness about Coffee Kids.

**What:** WBC and Coffee Kids online auction

**When:** June 18 to June 24

**Where:** <http://shop.ebay.com/coffeekids>.

**How:** Bid for great items and help coffee growers in the process!

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*The World Barista Championship is the pre-eminent international coffee competition. The organization, founded by the Specialty Coffee Association of Europe and the Specialty Coffee Association of America, focuses on promoting excellence in coffee, advancing the barista profession, and engaging a worldwide audience with an annual championship event that serves as the culmination of events held in more than 50 member nations around the globe. For more information, visit the WBC website at [www.worldbaristachampionship.org](http://www.worldbaristachampionship.org).*

*Coffee Kids Inc. is a nonprofit organization dedicated to improving the lives of coffee-farming families. Coffee Kids currently supports economic diversification, education, health awareness and food security 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](http://www.coffeekids.org) or call 505-820-1443.*

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