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BEN FRANKLIN COFFEEHOUSE CHALLENGE SPARKS CIVIC-MINDED CREATIVITY THROUGHOUT THE REGION

Last Chance to Sign up for your Community Challenge!

Philadelphia – April 10, 2006 – Is there an issue you care about that your community could come together to solve? Or do you already have a community-based project or campaign for which you'd like to secure more support?

If so, the Benjamin Franklin Tercentenary and Starbucks Coffee Company invite you to take part in the *Ben Franklin Coffeehouse Challenge* -- a program that encourages civic-minded neighbors to share their thoughts on local issues and turn their best ideas into reality. To date, more than twenty-five volunteer Coffeehouse Challenge leaders have registered with The Benjamin Franklin Tercentenary. Challenge topics include:

- Increasing arts education in public schools
- Mentoring for kids with a parent in prison
- Improving race relations
- Creating a community information exchange center where people can study, perform or enjoy music, art, and theater, and even exercise
- Fighting childhood obesity
- Bringing educational projects to homeless children
- Expanding farmers markets
- Creating a community dog park

The *Ben Franklin Coffeehouse Challenge* is running now through June throughout Greater Philadelphia and Central Pennsylvania. For anyone who is ready to take their ideas to the next stage, the program offers an exciting opportunity to create positive, lasting change in a relaxed and sociable way. Anybody can participate in the Coffeehouse Challenge, either as a facilitator or as a member of a discussion group.

Through regularly scheduled meetings, groups will talk about ways to address a local issue, and will work out practical details to bring their ideas to life. Meetings so far have been an exciting blend of discussion, freshly brewed coffee, and new ideas. At the end of the Coffeehouse Challenge, Starbucks will award five groups \$3000 each, to help bring the best ideas to life.

The challenge began in late January, but it is not too late to get started; however, to be eligible for an award, groups must submit their project proposal by July 4th. In September, five groups will be awarded the initial funding to put their plan into action.

To learn how to “*Organize a Challenge in Eight Easy Steps*” or to find a challenge group meeting in your community, please visit www.benfranklin300.org/chc or call Nicola Twilley at 215.545.3870. There’s lots of support available to make sure you and your community get the most out of your discussions, so take the plunge, and start turning your best ideas into reality!

The Ben Franklin Coffeehouse Challenge is sponsored by CBS 3, *The Philadelphia Inquirer*, *Daily News* and Philly.com.

About The Benjamin Franklin Tercentenary

The Benjamin Franklin Tercentenary, a non-profit organization supported by a lead grant of \$4 million from The Pew Charitable Trusts, was established to mark the 300-year anniversary of Benjamin Franklin’s birth (1706-2006) with a celebration dedicated to educating the public about his enduring legacy and inspiring renewed appreciation of the values he embodied. The Benjamin Franklin Tercentenary was founded in 2000 by a consortium of five Philadelphia cultural institutions: the American Philosophical Society, The Franklin Institute, The Library Company of Philadelphia, the Philadelphia Museum of Art and the University of Pennsylvania. In addition, an Act of Congress in 2002 created The Benjamin Franklin Tercentenary Commission, a panel of fifteen outstanding Americans chosen to study and recommend programs to celebrate Franklin’s 300th birthday. The Benjamin Franklin Tercentenary can be found online at www.benfranklin300.org.

About Starbucks Coffee Company

Through the dedication of our passionate partners (employees), Starbucks Coffee Company has transformed the way people in 37 countries enjoy their coffee, one cup at a time. Starbucks is the premier purveyor of the finest coffee in the world, with more than 11,000 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim. The Company is committed to offering its customers the highest quality coffee and human connection through the *Starbucks Experience*, while striving to improve the social, environmental and economic well being of its partners, coffee farmers, countries of coffee origin, and the communities which it serves. Through Ethos Water, Starbucks demonstrates its long history of integrating a social conscience into all aspects of its business. The Company surprises and delights its customers by producing and selling bottled Starbucks Frappuccino® coffee drinks, Starbucks DoubleShot® espresso drink and Starbucks® superpremium ice creams through its joint venture partnerships, and Starbucks™ Coffee and Cream Liqueurs through a marketing and distribution agreement, in other convenient locations outside its retail operations. The Company’s brand portfolio includes superpremium Tazo® teas, Starbucks Hear Music™ compact discs, Seattle’s Best Coffee and Torrefazione Italia. These brands’ unique and innovative personalities allow Starbucks to appeal to a broad consumer base.

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