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STARBUCKS COFFEE COMPANY AND
THE BENJAMIN FRANKLIN TERCENTENARY
ENCOURAGE, REWARD COMMUNITY PARTICIPATION

Partnership Creates the Ben Franklin Coffeehouse Challenge

Philadelphia – February 3, 2006 – Would you like to plant more trees in your neighborhood or make recycling easier for everyone? Are you interested in starting a neighborhood-based book exchange? Would you like to help the library or middle school, seniors, animals, or another group? If you have an issue in your community that needs attention, 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 come up with solutions to put into practice.

The Ben Franklin Coffeehouse Challenge is running now through June throughout Greater Philadelphia and Central Pennsylvania. The program offers the region's residents an exciting opportunity to recreate Ben Franklin's special brew of civic generosity in an easy, creative way. Anybody can participate in the Coffeehouse Challenge, either as a facilitator or as a member of a discussion group. Groups will be asked to submit a proposal by July 4th based on their main idea. In September, five groups will be awarded the initial funding to put their plan into action.

At the January 24th launch event at the Fels Planetarium of The Franklin Institute, Morgan Schafer, regional vice president of the Starbucks Coffee Company said, "Starbucks is delighted to be partnering with The Benjamin Franklin Tercentenary for this unique and ambitious initiative, which both celebrates the rich history of coffeehouse discussion and debate and aims to enable our local communities to find real solutions to local challenges."

The launch brought together approximately 100 community minded individuals and non-profit organizations, and featured a panel discussion with three prominent community leaders moderated by CBS 3 anchor Pat Ciarrocchi.

The Coffeehouse Challenge is now underway and groups are forming. 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 are expected to be an exciting blend of discussion, freshly brewed coffee, and new ideas. Starbucks will award five groups \$3000 each, to help bring the best ideas to life.

The Benjamin Franklin Tercentenary and Starbucks will help facilitators find and invite participants, and plan the group's first meeting. Additionally Starbucks will provide complimentary coffee and tea during a group's first meeting, though groups do not have to meet at a Starbucks location to qualify for the grant.

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“Franklin had a lifelong belief that people who banded together for a common purpose could achieve greater goals than individuals could do separately,” said Dr. Rosalind Remer, executive director of The Benjamin Franklin Tercentenary. “We want to encourage 21st-century Ben Franklins to carry on his legacy and create lasting benefits for our region.”

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 215.557.0733.

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

Starbucks Corporation is the leading retailer, roaster and brand of specialty coffee in the world, with more than 10,500 retail locations in North America, Latin America, Europe, the Middle East and the Pacific Rim. The Company is committed to offering the highest quality coffee and the Starbucks Experience while conducting its business in ways that produce social, environmental and economic benefits for communities in which it does business. In addition to its retail operations, the Company produces and sells bottled Frappuccino® coffee drinks, Starbucks DoubleShot® espresso drink, and a line of super premium ice creams through its joint venture partnerships. The Company’s brand portfolio provides a wide variety of consumer products--innovative super premium Tazo® teas and exceptional compact discs from Starbucks Hear Music™ enhance the Starbucks Experience through best-of-class products. The Seattle’s Best Coffee® and Torrefazione Italia® coffee brands enable Starbucks to appeal to a broader consumer base by offering an alternative variety of coffee flavor profiles.

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