



## **Green Beans Coffee Introduces CUP OF JOE FOR A JOE**

*Now, anyone can send his or her own special message of thanks to a soldier serving far from home with a CUP OF JOE FOR A JOE.*

FOR IMMEDIATE RELEASE

Larkspur, California – For over twelve years, and in more than 65 cafes throughout the Middle East, Africa, Southwest Asia and North America, Green Beans Coffee has provided a welcomed moment of respite where deployed services members can relax, enjoy premium organic coffees, teas and fresh baked pastries, hear great music and for a few minutes, escape into a peaceful oasis of tranquility that brings a little bit of home with every cup of coffee served.

Now, with the introduction of CUP OF JOE FOR A JOE, Green Beans Coffee is giving everyone an opportunity to express their support for our men and women in uniform through the simple act of buying a cup of premium organic coffee and having it delivered along with their own personalized message of thanks to a soldier serving overseas.

For little more than the spare change in one's pocket plus a few minutes of time, visitors to [www.greenbeanscoffee.com](http://www.greenbeanscoffee.com) can brighten the day and send a little bit of home to a soldier deployed overseas. And in keeping with its continued commitment of service to our troops, Green Beans Coffee will contribute a portion of every purchase for CUP OF JOE FOR A JOE to worthy service organizations that support disabled soldiers, military families and young Americans.

According to Jason Araghi, CEO of Green Beans Coffee Company, the Cup of Joe For A Joe program touches on one of the fundamental principals of Green Beans Coffee and its core values:

“Green Beans Coffee was founded in 1996 with the mission that every soldier and civilian serving their country away from home deserves a morale boost and an improvement in their quality of life. Our cafes have become a haven to get away from the stresses of the environment they are in, even if it's for only fifteen minutes a day. Supporting these men and women, we believe, is patriotic and apolitical.”

Araghi goes on to say that during World War II, in excess of twelve percent of the American public personally knew a soldier that was serving. Today, it's estimated that only about one percent of Americans know a soldier or civilian serving in Iraq or Afghanistan. The Cup of Joe for a Joe program aims to bridge that gap. This is an opportunity for anyone that supports our troops around the world to reach out, send a message of thanks, and for as little as \$2.00, make a difference in a soldier's day.



Green Beans Coffee invites everyone to join in honoring our troops. To send your own CUP OF JOE FOR A JOE, visit us online at [www.greenbeanscoffee.com](http://www.greenbeanscoffee.com). And remember, it only takes a few moments, plus the spare change in your pocket, to express your support and send your own personalized message of thanks to a soldier serving far from home.

**About GREEN BEANS COFFEE COMPANY:**

GREEN BEANS COFFEE COMPANY, headquartered in Larkspur, California, owns and operates cafes at military posts in North America and throughout the Middle East, Southwest Asia and Africa. Green Beans has a unique relationship with, and dedication to, the troops of the United States military. In over 65 cafes worldwide, Green Beans Coffee offers the men and women of the U.S. Armed Forces the highest quality organic coffee and tea beverages in an inviting environment where soldiers can relax and feel at home. Green Beans is also committed on a national level to giving back to the community and contributes a portion of every sale to support organizations that strive to improve life for disabled soldiers, military families and young Americans.

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