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Barefoot Coffee Roasters and Ballet San Jose partner to deliver
"Sustainable Support" for the Arts

(Santa Clara, CA June 21, 2004)— Ballet San Jose Silicon Valley in partnership with Barefoot Coffee Roasters, announces "Business in Partnership with the Arts." Join Barefoot Coffee Roasters in developing long term sustainable support for the local arts community. Barefoot Coffee Roasters has dedicated one of their most well received roasts to support Ballet San Jose Silicon Valley, both through retail sales, and through wholesale business as well. Business owners, and other forward thinking people, will have the opportunity to partner with Barefoot Coffee Roasters in partnership with the arts.

The business community benefits from, and has an obligation, to develop partnership with the community on every level. This includes active support of the arts and artists, who through their efforts illuminate, enhance and challenge our cities.

Here is how it works.

For every pound of "Tanzania BallerinaBerry" sold at retail Barefoot Coffee Roasters will donate \$1.00 to Ballet San Jose Silicon Valley. A small effort on it's face, but wait?. There's more. For every pound of this dedicated blend sold to a wholesale customer, the Ballet will receive \$.50.

"This is one of the most creative programs of sustainable support for the arts we have ever seen." said Ballet SJSV Marketing Director Lee Kopp. "It is a model that I wish other businesses would use. Fifty cents here, a dollar there; it may not seem like much, but this type of corporate community activity adds up to more than just dollars and cents. It increases the public's awareness of the arts and does so in a very positive light. And by the way, we just got our first check from Barefoot Coffee Roasters for the proceeds for the trial of this new program, and we were very pleasantly surprised at the amount of the donation. Just imagine what we could do if another 20 restaurants, offices or cafes were to just buy this coffee! Thank you Barefoot!"

This allows restaurants, non-roasting coffee shops, office buildings, and even gas stations to participate in active support of the arts, without any cost to them. Further, these partners in support of the arts will be listed on the Barefoot website as supporters of the program, on the "Cause and Effect" board as partners, and receive all the benefits of a network of

partners for sustainable support for the arts. Join Barefoot in making the arts community stronger, our business community more connected, and all of our lives a bit richer for the effort.

"Coffee and community are the two cornerstones of our café." Said Patsy Price, owner of Global Blends Coffee Company in Mountain View. "Barefoot Coffee Roasters' Cause and Effect program is a fantastic way for community minded businesses like ours to support causes and community without having to manage a program. We already buy their great coffee and when we buy this coffee, \$.50 a pound goes to support Ballet San Jose Silicon Valley at no extra cost to us. It doesn't get any better than that."

Restaurants, cafes or other businesses interested in providing Sustainable support for the Arts or any of their other Cause and Effect charitable support programs can contact Barefoot Coffee Roasters at 408-687-3692 to get more information on how they can benefit the arts in Silicon Valley.

Barefoot Coffee Roasters is located at 5237 Stevens Creek Blvd in Santa Clara (at the corner of Lawrence Expressway and Stevens Creek Blvd near Bed Bath and Beyond).

Barefoot Coffee Roasters is a full-service coffee and espresso bar and artisan wholesale coffee roaster. All coffees are roasted fresh in the café by skilled artisan roasters using old-world, small batch roasting techniques to coax the best flavor out of every coffee.

Barefoot Coffee Roasters actively practices and promotes sustainability in both products and practices. Over 85% of Barefoot Coffee Roasters coffees are Organic, Shade Grown and Fair Traded resulting in not only better coffee but better living and working conditions for the farmers and their children for successive generations. Computers are available for internet access as well as Wi-Fi internet access. Barefoot Coffees are served and also enjoyed in many fine cafes and restaurants throughout the Bay Area. Barefoot Coffee Roasters serves high-quality coffees, teas, pastries, desserts and chocolates and is proud to be a participating member of the Specialty Coffee Association of America, the Roasters Guild and a founding member of the Barista Guild of America. For more information, please call 408-248-4500 or simply drop by!

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