

Blenz Coffee Joins the Campaign to Support the Make-A-Wish Foundation BC & Yukon

During the month of December, a month focused on gifts and giving, Blenz Coffee servers will be asking each of their customers, "Would you like to donate \$2.00 to the Make-A-Wish Foundation today?"

Vancouver, BC – November 30, 2009

The Make-A-Wish Foundation grants the wishes of children with life-threatening illnesses to enrich the human experience with hope, strength, and joy.

In the spirit of holiday giving, Blenz The Canadian Coffee Company Ltd. is offering each of their customers the opportunity to donate \$2.00 to the Make-A-Wish Foundation of BC & Yukon as they line up to order their favorite Blenz beverages and treats. "Would you like to donate \$2.00 to the Make-A-Wish Foundation today?" It's a simple question; and with each positive response, one child's wish is that much closer to coming true.

"Blenz Coffee is very proud to be able to support the Make-A-Wish Foundation. It really warms the heart to know that, just by including this simple question in our conversation with each of our customers, we may be able help a child's wish come true," says George Moen, president of Blenz Coffee. "Our store staff members are really excited to be a part of this campaign. We'll all be watching as the contributions grow. We have learned that it takes about \$6,000 to grant one child's wish. By supporting the campaign with in-store signage and profiles on the Blenz Media Network, we hope to generate excitement with our customers, who will be as touched as we are to know that each \$2.00 contribution helps toward granting someone's child a very special wish."

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic loose leaf teas and other innovative beverages. All Blenz Coffee's beverages are made in-store from only the highest quality ingredients available. World class barista training and a drive to provide a superior customer experience has fuelled their steady growth. Blenz Coffee now operates a large network of franchise locations in British Columbia and abroad including Japan and the Philippines.

About The Make-A-Wish Foundation

The Make-A-Wish Foundation is the largest wish granting organization in the world. Since the organization's inception in 1980, Make-A-Wish has helped make more than 127,000 wishes come true for children between the ages of 3 and 17 with life threatening illnesses. The Make-A-Wish Foundation of BC & Yukon was the first chapter established in Canada in 1983 and this year anticipates granting approximately 120 wishes. The objective of Make-A-Wish is to create a memorable experience for both the wish child and his/her family that is not clouded by financial worries. Wish requests usually fall under the categories of "I wish to go," "I wish to be," "I wish to meet," and "I wish to have."
www.makeawishbc.ca.

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www.blenzcoffee.tel