



FOR IMMEDIATE RELEASE

## **ETHICAL BEAN RESUMES ITS KIDS TO SCHOOL PROGRAM**

*New partnership with Project SOMOS will help build a village for orphaned children in Guatemala.*

October 16<sup>th</sup>, 2008, Vancouver, BC – Beginning December 1<sup>st</sup>, Ethical Bean Coffee will donate \$1 from every unit of coffee sold to help the children of Guatemala. This year's donations will be split between two charitable organizations, Child Aid's FUNDIT and Project SOMOS. Kids to School is arguably the most important of Ethical Bean's sponsorship programs. Through Ethical Bean's contributions, over 245 Guatemalan children have been given the opportunity to attend elementary school since the program's beginnings in 2004.

This year Ethical Bean will be sharing donations between two non-profits, Child Aid's FUNDIT and Project SOMOS. FUNDIT provides children in Guatemala with the finances for school registration fees, uniforms, school supplies, shoes and textbooks, and when necessary, transportation costs and health care for a year. Project Somos is a Vancouver based non-profit organization that is committed to building a village in Guatemala for abandoned and orphaned children. Once completed the village will have seven homes for 49 children, with organic gardens and orchards. There will also be buildings for art and music workshops, a library, and of course a large playground and soccer field.

Ethical Bean founders Lloyd Bernhardt and Kim Schachte have a deep connection to the children of Guatemala. The two spent four months in the country in 1999 while adopting their daughter and in the process toured coffee farms, and learned about the plight that many Guatemalans face just trying to earn a living for their families. The couple was so moved by their experience they returned to Canada and started Ethical Bean Coffee. From the beginning Bernhardt and Schachte have maintained a commitment to the people and children of Guatemala.

Ethical Bean Coffee is available at select retailers across Canada. Please visit [www.ethicalbean.com](http://www.ethicalbean.com) for retail locations and more information. For more information on Child Aid's FUNDIT or Project SOMOS, please visit [www.child-aid.org](http://www.child-aid.org) and [www.projectsomos.org](http://www.projectsomos.org).

### **About Ethical Bean**

Ethical Bean Coffee Company roasts only 100% Fair Trade Certified and certified organic shade grown coffees from around the world. The Vancouver, BC, based company is committed to ensuring small-scale farmers receive a fair price for their efforts so they can sustain their businesses and provide a decent standard of living for their families. Ethical Bean coffee is roasted in Vancouver in a 100% carbon neutral facility built to LEED CI standards.

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