

Buy Coffee from Trees Organic Cafes and Help Women in Need

Written by Australian Business

VANCOUVER, BC, CANADA, September 18, 2013 **/24-7PressRelease/** -- "Think global, act local." Trees Organic Coffee & Roasting House takes that motto to heart, with cafes serving up fair-trade organic coffee beans from around the world. Now Vancouver and Richmond coffee drinkers can help support their community and coffee-growing women's collectives that are creating a better future for poor communities in the developing world.

Buy a cup of coffee or an espresso-based beverage made from special Cafe Femenino coffee beans on Thursday, September 19. Trees Organic will donate \$1 for every cup sold to the Downtown Eastside Women's Centre (DEWC). These funds will pay for daily meals for more than 300 women and children in a Vancouver neighbourhood that can use your help. The public is invited to bring friends and colleagues to purchase a coffee beverage and help out with this great cause.

"We were able to raise a lot of money for the DEWC from coffee sales last year and we're hoping to do even better this time," says Trees Organic owner Doron Levy. "We're passionate about helping our community and also supporting the fair trade coffee movement. The Cafe Femenino project inspired us to put on this win-win event, helping people in need right here, while also helping the women in the Peruvian and Colombian plantations where we're getting the beans that we love."

The event will take place simultaneously at all of Trees Organic Coffee & Roasting House locations:

· 450 Granville Street, Vancouver · 321 Water Street, Vancouver · 1391 Richards Street, Vancouver · 2655 Arbutus Street, Vancouver · 7700 Minorou Gate, Richmond

Cafe Femenino empowers female coffee farmers by helping them with the production and sale of their product, assisting them in reaching the global marketplace and putting profits back into their local areas, from plantations in Latin America and Africa. "We use the Cafe Femenino beans we have from Colombian and Peruvian coffee growers to serve coffee that is rich and dark with a tempting aroma," Levy says. "It's great coffee, sourced from sustainable social ventures that help women in rural areas become self-sufficient, improving their whole communities."

About Trees Organic Coffee & Roasting House

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Trees Organic has been a proud member of Vancouver's community since 1996 when they opened their flagship store on Granville. Since then, they've gone on to open four more locations, treating their community to great-tasting 100 percent organic, fair-trade coffee from around the world.

About the Downtown Eastside Women's Centre

Founded in 1978, DEWC is one of the few safe spaces within the Downtown Eastside exclusively for women and their children. They provide practical support to over 300 women, children and seniors, every day. As well as providing a refuge and shelter from conditions of poverty and violence, the Centre provides basic necessities. For more information, call (604) 681-8480 or go to <http://www.dewc.ca>