

**FOR IMMEDIATE RELEASE**



**\*\*\*MEDIA ALERT\*\*\***

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## Starbucks Celebrates 20 Years in Oregon

In August 1989, Starbucks opened its doors in Pioneer Courthouse Square and has been proudly serving Oregonians, volunteering in the community and employing partners around the state ever since. Join local baristas and customers at events and community activities in celebration of 20 wonderful years.

### Customer Appreciation Day

**When:** Thursday, August 27, 2009 from store opening - 10:30 a.m.

**Where:** All company-operated stores in Oregon and SW Washington

**What:** Customers will receive a FREE tall, brewed coffee at all company-operated stores. The coffee is a special early release of Starbucks Anniversary Blend to celebrate 20 years serving customers in Oregon and SW Washington.

### Anniversary Coffee Tasting

**When:** Thursday, August 27 at 6:40 a.m.

**Where:** Pioneer Courthouse Square Starbucks

**What:** All store managers from Oregon and SW Washington will be on site to host a celebratory tasting of an early release of Starbucks Anniversary Blend and Portland City coffee cake at Oregon's first Starbucks store.

**Media opportunities:** Kris Engskov, Starbucks regional vice president for Pacific Northwest; photo opportunity with 200+ Starbucks store managers from Oregon and SW Washington.

### School Supply Drive

**When:** August 3- August 31

**Where:** All company-operated stores in Oregon and SW Washington

**What:** Every store in Oregon and SW Washington will collect school supply donations for their local schools.

### Local School Cleanups

**When:** Week of August 24

**Where:** Local schools

**What:** Starbucks partners will volunteer at local schools to clean up the grounds before school begins. Starbucks will also make a donation to the local schools matching the volunteer hours.

### Education Appreciation Day

**When:** Friday, September 11, 2009

**Where:** All company-operated stores in Oregon and SW Washington

**What:** All school employees (with school ID) will receive a FREE, tall beverage of their choice at all company-operated stores in appreciation of their contribution to our communities.

### **Facts about Starbucks in Oregon:**

- Portland was Starbucks third market outside of Seattle.
- The store at Pioneer Courthouse Square was the first store in the state.
- All of the tea served in Starbucks stores around the world is blended and packaged at the Tazo Tea plant in Portland.
- Starbucks employs more than 3,100 partners (employees) throughout Oregon and SW Washington, including partners in our stores and at the Tazo Tea plant in Portland. Starbucks partners are eligible for healthcare, retirement and stock benefits.
- There are 328 Starbucks stores in Oregon; 183 company-operated and 145 licensed locations.
- Portland coffee cake is only served in greater Portland and is the only "city" coffee cake in Starbucks stores in the U.S.
- Starbucks is a partner to many local community organizations, contributing more than \$1 million and more than 130,000 volunteer hours to local organizations over the last 20 years.

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