

FOR IMMEDIATE RELEASE

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CONTACT: Kim Larson/623-930-2989  
Marketing/Communications Department

**STARBUCKS PARTNERS WITH CITY  
DURING HOLIDAY SEASON TO RAISE FUNDS FOR  
GLENDALE FAMILIES IN NEED**

**GLENDALE, Ariz.** – Starbucks Coffee Company is partnering with the city of Glendale during the holiday season to raise funds that will help residents in need of receiving essential services.

The coffee purveyor will donate 100 percent of the proceeds generated from sales of its special Holiday Blend coffee at Glendale’s upcoming holiday festivals to the city’s From The Heart campaign.

Starbucks will be participating in the *Glendale Glitters Spectacular Weekend* from 5 – 10 p.m. on Nov. 24 and 25 and *Glendale Glitters Enchanted Evenings*, which are held from 6 – 10 p.m. every Friday and Saturday in December before Christmas Day.

“The city is pleased to have Starbucks as part of our Glendale Glitters holiday tradition, and we believe our festivals are a perfect fit to bring everyone together for this worthwhile cause that will directly benefit our community,” said Jerry McCoy, Glendale’s Marketing/Communications Deputy Director.

During the festivals, the Starbucks booth will be located in Murphy Park, near 58<sup>th</sup> Avenue and Glenn Drive, on the north side of the Velma Teague Branch Library.

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City of Glendale  
5850 W. Glendale Ave.  
Glendale, AZ 85301  
(623) 930-2960  
[www.glendaleaz.com](http://www.glendaleaz.com)

Starbucks/add 1-1-1

The purpose of *From The Heart* is to promote the positive development of youth, strengthen families and assist residents of all ages in addressing crisis situations and emergency needs. Most of the money raised for the program comes from Glendale residents adding \$1 to their utility bills each month. The money, in turn, is distributed to non-profit social service agencies that serve residents.

Since the program began nine years ago, *From The Heart* funds have enabled home-bound elderly residents to have nutritious hot meals delivered to their homes, provided training and support to caregivers of Alzheimer's victims and given low-income children new clothes and shoes for school.

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