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FOR IMMEDIATE RELEASE

Edmond Coffee Shop Offers Free Coffee To Fight Hunger, Transform City

Approach Empowers Charities, Creates Unprecedented Business Growth

(EDMOND, OKLA.) – Dec. 15, 2014 – Perk Place Café in Edmond is using free coffee to showcase a new model for companies to transform the city while achieving business growth – offering free coffee from 7 to 8 a.m. Monday through Saturday – with the opportunity to pay it forward by putting money into the "Generosity Jar" for area charities, like the Regional Food Bank of Oklahoma. So far, nearly \$1,800 has been raised for the nonprofits' Food for Kids program.

"Generosity is contagious," says owner Jeff Meyer. "We want to show how overt generosity is the key to transforming the city. The joy it creates and the impact on business is extraordinary."

To date, Perk Place Café at 1649 W. 33rd in Edmond has raised several thousand dollars for area charities, but holiday giveback is even greater. Six charities, including the Regional Food Bank, will receive 20 percent of holiday gift card purchases. The nonprofit that raises the most donations through gift card sales will receive a matching check, up to \$1,000, courtesy of Oklahoma Employees Credit Union.

In addition to the free coffee and gift card fundraising, Perk Place Café supports the fight against hunger year round, donating 25 cents of every transaction, every day to support efforts like the Regional Food Bank's Food for Kids program. Meyer hopes to raise over \$50,000 in the upcoming year for the Regional Food Bank.

"No child should go to bed hungry, yet one in four children in Oklahoma has inconsistent access to food," said Bivens. "Thanks to great partners like Perk Place Café, thousands of children are fed every year through Food for Kids."

Last school year, the Regional Food Bank provided the equivalent of 2.7 million meals to chronically hungry children through Food for Kids childhood hunger programs: the Backpack Program, Kids Cafe, Summer Feeding, and School Pantries.

Through January 15, Chesapeake Energy Corporation and the Cresap Family Foundation have teamed up to match every dollar donated to the Regional Food Bank of Oklahoma to fight childhood hunger – up to \$1 million! To make a donation, visit www.RegionalFoodBank.org or call 405.600.3136.

The Regional Food Bank is the state's largest private hunger-relief organization, providing enough food to feed more than 110,000 hungry Oklahomans every week through a network of more than 1,200 charitable feeding programs and schools in 53 central and western Oklahoma counties.

About the Regional Food Bank of Oklahoma

The Regional Food Bank of Oklahoma is the state's largest private hunger relief organization. The nonprofit provides enough food to feed more than 110,000 hungry Oklahomans each week through a network of more than 1,200 schools and charitable feeding programs in 53 central and western Oklahoma counties. Since its inception in 1980, the Regional Food Bank has distributed more than 550 million pounds of food to feed Oklahoma's hungry. For more information, visit http://www.regionalfoodbank.org; find us on Facebook at www.facebook.com/regionalfoodbank or follow us on Twitter at www.twitter.com/rfbo.

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