



JAVA & Co. BREWS FOR CHARITY IN 2011

For Immediate Release:

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JAVA & Co. knows the importance of giving back. Creators and husband and wife team, Brian and Jamie Knoll, decided charitable giving was the obvious choice to make a difference.

To generate awareness **JAVA & Co.** thinks blending the charitable causes and their product together will make a great impact. Their signature **JAVA & Co.** coffee infused syrups seemed like the perfect place to show their support. Of course the boutique bottled specialty syrups will be the same rich quality and showcased in the same hand packaged recyclable bottles. The charity specific bottles are available for purchase during the year to be able to generate as many donations as possible with contributions doubling during the featured charity's month. **JAVA & Co.** will sell the 16 ounce bottles for \$16.00 with (20%) \$3.20 of every purchase donated during the featured month and (10%) \$1.60 of every purchase donated for every month thereafter.

JAVA & Co. has reached out to approved non-profits in order to directly donate to legitimate foundations that will put the funds raised to good use. A percentage of purchases from the Give the Gift of Life category will go toward assisting a specific cause. Each month **JAVA & Co.** will showcase a charity. The goal is to raise money to help their specific needs. Rather than choose just one need, the founders of **JAVA & Co.** would like to aid up to 12 non-profits within the next year - hoping guests will identify with at least one of the charities and help make a difference.



Give the Gift of Life and in May 2011 support the featured non-profit - **Roof Top Angels** - along with **JAVA & Co.** You'll be doing something great for society and be able to enjoy the delicious **JAVA & Co.** coffee infused syrups at the same time. Flavors are available in Original, Original DARK, JAVA Nut, French Vanilla and TiRUMisu. Don't miss out on doing something good for humanity and your taste buds too!

Please visit www.javaandco.com to view the entire collection of **JAVA & Co.** artisan made specialties. For additional inquiries, please contact Jamie Knoll at javaandco@live.com or via phone at (309) 361-3276.

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