



FOR IMMEDIATE RELEASE

CAPPUCCINO FOR CHARITY

CHARITY FUND RAISER EVENT FOR GRACE HAVEN HOME



Singapore, 14 October 2011 – Coffee lovers can now enjoy lattes and cappuccinos at Gloria Jean's newest opening at Plaza Singapura. To celebrate the grand opening of its newest outlet, Gloria Jean's Coffees will hold a grand opening charity fund raiser on **29th October 2011** from **12 pm to 7p.m.** Everyone is invited to come enjoy live music, complimentary pastries while mingling with dignitaries and local celebrities. In support of Grace Haven, Gloria Jean's Coffee has organized Cappuccino for Charity and pledged to raise money for this welfare group. Public is welcome to support the event through purchases at the new outlet.

All proceeds on the grand opening day will be donated to the Grace Haven Home. Each cup of Cappuccino served by the celebrity baristas will be going for \$10. There will be a silent auction at the end of the event with memorabilia donated by celebrities such as a limited edition Hansel Tee Shirt, autographed copy of Gone Case by local writer Dave Chua and artworks by Cale Chew.

"We are grateful for our success thanks to the support of our community and we aim to give back whenever possible and strive to have a positive impact, both on the communities from where we source our coffee and the communities we serve," Ms Susan Tann, General Manager said. "Our team here will receive time off to volunteer at Grace Haven / Salvation Army and every day, all of the food that we don't sell will be donated to area charities. We want to do all that we can to give back to our community."

Grace Haven is a residential home that cares for 160 young persons currently. Dedicated staff and counselors seek to encourage each young person to reach their potential and discover their strengths and talents. The ultimate goal is to help the young person to get back on the right track and return home to his/her family.

Celebrity Baristas

Local personalities such as Adrian Pang, Nat Ho, Jo Soh, Linda Black, Cale Chew, Rebecca Tan, Nicole Chen and Steven Chia have kindly set aside their time for the event to make their very own latte art for the guests.

The highlight of the event is the live performance by guest jazz crooner Dawn Ho, who will dazzle the crowd with her sultry rendition of a number

of tunes.

Photos of celebrities/personalities



Details for the event are as follows:

Date: 29 October 2011

Time: 12.00pm to 3.00pm

Location

#05 -20 Plaza Singapura, 68 Orchard Road, Singapore 238839

About Gloria Jean's Coffees

Australian owned and operated global brand, Gloria Jean's Coffees, is a leading specialty coffee retailer and one of the fastest growing franchise organisations in the world. Through 917 stores in 38 countries worldwide, Gloria Jean's Coffees sells hand crafted signature hot and cold coffee drinks, traditional espresso drinks, a range of single origins, blends and estate whole bean coffees and specialty teas, along with pastries and coffee accessories. Gloria Jean's Coffees sells hand crafted signature hot and cold coffee drinks, traditional espresso drinks, a range of single origins, blends and estate whole bean coffees and specialty teas, along with pastries and coffee related merchandise.

The company's success has also been recognized for its achievements over the last few years winning multiple awards. These include the 2009 International Franchisor of the Year by the Franchise Council of Australia (FCA) and 'Food Franchisor of the Year 2007' in the PricewaterhouseCoopers Excellence in Franchising Awards.

For more information visit www.gloriajeanscoffees.com

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