

True Blue Coffee Roasters Announces Ongoing Partnership With Potomac Highlands

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Press release from: [True Blue Coffee Roasters](#)

Old Fields, WV, February 28, 2008 - True Blue Coffee Roasters, the Old Fields, West-Virginia, Organic Fair Trade coffee roasting company, announced today a unique partnership with Potomac Highlands Animal Rescue.

True Blue Coffee Roasters will be holding various events and fundraisers throughout the year to raise awareness, as well as much-needed funds, for the animal shelter.

The Potomac Highlands Animal Rescue is a no-kill shelter located in Mathias, WV. They work tirelessly to combat animal abuse, as well as raise awareness of the problems faced by endangered animals. Throughout the year they lobby for county level legislation to help protect animals that have been abused, as well as provide meaningful punishment for those convicted of egregious abuse of animals.

“From the beginning, I knew we were going to locate a local charity to give back to the community that has been so generous with us,” Rob Luzader, chief operations officer for True Blue Coffee Roasters, said. “As an animal lover, this just seems to be the perfect fit for us.

All combined, the owners of True Blue Coffee Roasters have 9 cats and 2 dogs. “Some of those cats are mine,” Luzader said. “In fact, Jasper’s Java is named after a cat we rescued. I even keep a picture of the last kitten we rescued, Baby Noot, on my desk in the shop, just so I can see her while I’m at work.”

Linda Scott, founder of Potomac Highlands Animal Rescue, is thrilled to partner with True Blue Coffee Roasters. “There is so much that we can do, but we are limited by lack of funds. The more funds we can raise, the more we will be able to do to help abused animals.” Animals taken in at the shelter aren’t put in a pen and forgotten. “The animals that we take in are given food, comfort, stimulus and love until we find an appropriate home to adopt them. Very seldom do we see a dangerous animal. With a little encouragement and attention, unruly animals usually leave us as peaceful house pets,” Scott continued.

To begin raising funds, True Blue Coffee Roasters will be putting their Mountain Morning Breakfast Blend Organic Fair Trade Coffee on sale throughout March, 2008. “We will be selling 12 ounce bags of the blend, with profits going to the shelter,” Rob Luzader said. “We look forward to working with this wonderful cause, and encourage others to get involved as well. Throughout March, 12 ounce bags of our Mountain Morning Breakfast Blend will be on sale for \$7.99, with all of the profits going to the shelter.”

About True Blue Coffee Roasters

True Blue Coffee Roasters (trueblueroasters.com), located high in the mountains of Eastern West Virginia, expertly roasts the freshest Organic Fair Trade gourmet coffees-which were made available to the public in July 2006. Exceedingly passionate and consistent with their super-premium line of gourmet coffees, True Blue Coffee Roasters will settle for nothing short of perfection. For their customers, this guarantees a memorable gourmet coffee experience every time. For more information, please visit TrueBlueRoasters.com at www.trueblueroasters.com.

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Media who wish to obtain a Media Kit or request interviews with Rob Luzader should call or email.

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