

**FOR IMMEDIATE RELEASE**



**Media Contact:**

## **Dutch Bros. Coffee Donating All Proceeds From 198 Locations to Muscular Dystrophy Association**

**Grants Pass, Ore. (Apr. 22, 2013)** — Friday, May 3, is MDA Day, when 198 Dutch Bros. Coffee locations in seven states will donate all their proceeds to the Muscular Dystrophy Association (MDA), the world leader in fighting Lou Gehrig's disease, also known as amyotrophic lateral sclerosis (ALS).

The event kicks off ALS Awareness Month and is held annually in honor of company co-founder, Dane Boersma, who was diagnosed with ALS in 2005 and passed away in late 2009.

Dane's memory continues to inspire everyone within the company to give their all every day. On MDA Day, all employees and loved ones proudly wear and proclaim the event slogan, "Drink One for Dane."

"We all knew him as The Wiseman," says Travis Boersma, surviving brother and company co-founder. "He lives on today...through our business, through his efforts, and just how he did what he did."

Last year, Dutch Bros. contributed a record-breaking \$174,000 to MDA for research and family services funding. Since becoming involved with MDA in 2007, Dutch Bros. has donated over \$625,000.

"We have a great partner in Dutch Bros.," said MDA Executive Director Arlene Wedsted. "The Dutch Bros. team puts forth so much energy and enthusiasm for this event each year, and we are immensely grateful."

ALS is a disease that affects the parts of the nervous system that control voluntary muscle movement. There is no cure for ALS, and most people with ALS die within three to five years. To learn more about the MDA and ALS, visit [mda.org](http://mda.org).

To find the location nearest you, visit [www.dutchbros.com/locations](http://www.dutchbros.com/locations), or download the Dutch Bros. Coffee app for iPhone.

If you can't make it by a Dutch Bros. on the 3<sup>rd</sup>, Supporters may also make donations at [danesdrive.org](http://danesdrive.org). See video of MDA Day 2012 at <http://bit.ly/14OA52y>

### About Dutch Bros. Coffee

Dutch Bros. Coffee is the country's largest privately held, drive-thru coffee company, with nearly 200 locations and 2,000 employees in seven states.

Dutch Bros. serves specialty coffee, smoothies, freezes, teas and its private-label, flavor-infused Dutch Bros. Blue Rebel™ energy drink.

The rich, proprietary coffee blend is handcrafted from start to finish. Every ingredient is measured, every process timed, and every cup perfected.

Known for upbeat baristas and genuinely caring service, Dutch Bros. Coffee was ranked by J.D. Power and Associates as highest in customer satisfaction for two consecutive years in its 2012 and 2013 Specialty Coffee Retailer Satisfaction Reports(SM).

With a mission of, "Making a Difference, One Cup at a Time," Dutch Bros. donates over \$1 million annually to nonprofit organizations and local causes selected by local owner-operators.

Dutch Bros. Coffee is headquartered in Grants Pass, Ore., where it was founded twenty-one years ago by Dane and Travis Boersma, brothers of Dutch descent.

To learn more about Dutch Bros., visit [www.dutchbros.com](http://www.dutchbros.com) or follow Dutch Bros. Coffee on Facebook or Twitter.