



FOR IMMEDIATE RELEASE

Blenz Launches Pink Cups and Announces Coffee by Donation Day for Breast Cancer Awareness Month

On October 17, 2023 Blenz Coffee will be offering brewed coffee by donation, with proceeds going directly to the Canadian Cancer Society to fund life-saving breast cancer research and advocacy.

VANCOUVER, B.C. (October 2, 2023) — In honour of Breast Cancer Awareness Month this October, Blenz Coffee announces Coffee by Donation Day on October 17th at Blenz stores across British Columbia and Alberta.

Coffee by Donation Day gives guests the opportunity to visit one of the 60+ Blenz locations and donate any amount in exchange for any size brewed coffee. Any contribution, no matter the amount, is highly valued. All funds raised from this initiative will directly support breast cancer research and advocacy through the Canadian Cancer Society.

In addition to Coffee by Donation Day, Blenz Coffee has also turned their iconic yellow to-go cups pink in hopes of sparking conversations about breast cancer and encouraging meaningful discussions within the community. As a long-time partner of the Canadian Cancer Society for over a decade, Blenz Coffee has raised over \$140,000 to date through the Pink Cup Campaign to fund breast cancer research, early detection and screening advocacy, and patient support.

“Coffee has always been at the heart of our communities, bringing people together, and after a three-year hiatus due to the Covid-19 pandemic, we are thrilled to announce our Blenz’s Pink Cup Campaign is back,” says Geoffrey Hair, President and Co-Founder of Blenz Coffee. “Our Pink Cup Campaign has evolved into a powerful platform over the years that not only raises funds for the great work that the Canadian Cancer Society is doing but also shines a bright light on the importance of breast cancer research and awareness.”

“Breast Cancer Awareness Month is changing outcomes for people impacted by breast cancer,” says Mona Naghizadeh, Senior Specialist of Corporate Partnerships for the Canadian Cancer Society. “Now, 89% of women and 80% of men survive at least 5 years past their diagnosis. The breast cancer death rate in women has also been nearly cut in half.”

Coffee by Donation Day is supported by Blenz Cares, a program that aims to ignite positive change, empower and help build stronger communities. Blenz Cares does this by leveraging resources, reach and the support of their guests to make a lasting impact on the world by partnering with charities and nonprofits to help spread awareness or raise money. Past partnerships include Theatre Under the Stars, United Way and the Surrey Dance Festival.



Media Contact

Ashley Macey

ashley@vivesocialpr.com

778.772.4353

About Blenz Coffee

Born and brewed in Vancouver since 1992, Blenz Coffee is a premium retailer of handmade specialty coffees, organic teas and other innovative beverages. All Blenz Coffee's beverages are made in-store from only the highest quality ingredients available. World class barista training and a drive to provide a superior customer experience has fuelled their steady growth. Blenz Coffee now operates a large network of franchise locations in British Columbia and Alberta.

For more information, visit their website at <https://blenz.com/> or follow Blenz Coffee on [Instagram](#), [Facebook](#), [X](#), or [TikTok](#).

About the Canadian Cancer Society

The Canadian Cancer Society works tirelessly to save and improve lives. We fund the brightest minds in cancer research. We provide a compassionate support system for all those affected by cancer, across Canada and for all types of cancer. As the voice for people who care about cancer, we work with governments to shape a healthier society. No other organization does all that we do to make lives better today and transform the future of cancer forever. Help us make a difference.

Call 1-888-939-3333 or visit cancer.ca today.