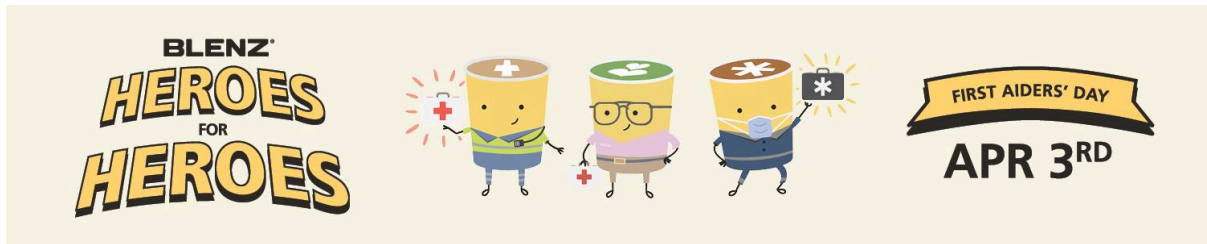


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FOR IMMEDIATE RELEASE



Blenz Coffee Announces Heroes for Heroes Day to Celebrate Individuals Who Hold a First-Aid Certification

VANCOUVER, B.C. April 3rd, 2024—Blenz Coffee is thrilled to announce that Wednesday, April 3rd, 2024, will be its first First Aiders Day. This exclusive event honours individuals and professionals with valid First-Aid or CPR certification. It's an opportunity to express our gratitude for their training and acknowledge them for taking the initiative to become vital providers of emergency care.

Event Details:

- Date: Wednesday, April 3rd, 2024
- Time: All Day
- Location: All Blenz Coffee locations

As a small token of appreciation, all professionals and individuals with a valid first-aid or CPR certification are invited to any Blenz Coffee location to enjoy one of our best-selling products, also known as our "Hero Products." On First Aiders Day, you could enjoy a **FREE small-size hot or iced Café Latte, Americano, Matcha Latte, Tea, or Chocolate** per present guest while supplies last by showing a valid first-aid or CPR certificate.

These individuals are often not recognized by the community for the essential skills that they provide. According to a survey conducted by Ipsos on behalf of the Canadian Red Cross, not all Canadian households are adequately prepared with First Aid training in an emergency. Therefore, on this day, Blenz Coffee aims not only to express gratitude but also to create awareness among Canadians to pursue First aid or CPR emergency care expertise—contributing to the overall well-being of the community.

First Aiders and CPR certification holders can redeem their complimentary beverage by presenting one of the following verification methods at any Blenz Coffee location:

1. **First Aid / CPR Certification Physical Card or Digital Copy:** Present a physical certification card or show digital copies on their smartphones or devices to verify their certification status.

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2. **Employer Confirmation:** Guests have to provide a letter or document from their employer confirming their first aid / CPR certification status.
3. **Online Verification System:** Accept proof of certification through recognized first aid / CPR training organizations' online verification systems.
4. **Completion Letter:** Guests can present a letter of completion or achievement from recognized first aid course providers to confirm their certification.

“Blenz Coffee created First Aiders Day as a tribute to the individuals who take the initiative to gain the vital skills of emergency care. First Aiders are the unseen guardians in our daily lives, and we acknowledge their role in keeping our communities safe and well. This event is more than just a free drink, it’s an opportunity to shine a light on our commitment to giving back to the community—coming together, expressing gratitude, and strengthening our bonds,” said Geoffrey Hair, President and Co-Founder of Blenz Coffee.

First Aiders Day is supported by Blenz Cares, a program that aims to ignite gratitude, and positive change, empower and help build stronger communities. Blenz Cares does this by leveraging the resources, reach and 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 the Canadian Cancer Society, Theatre Under the Stars, United Way and the Surrey Dance Festival.

Media Contact:

Name: Mitzi Lacsamana, Marketing Director

Email: marketing@blenz.com

Phone: (604) 682-2995

About Blenz Coffee – Born and brewed in Vancouver in 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 have 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](#).