

BLENZ COFFEE®

FOR IMMEDIATE RELEASE



Blenz Coffee Announces Heroes for Heroes Day to Celebrate First Responders

VANCOUVER, B.C., February 26th, 2025—Blenz Coffee is excited to announce that **Wednesday, February 26, 2025**, will be dedicated to celebrating **First Responders Appreciation Day**. As part of our **Heroes for Heroes** campaign, this special day honours the brave men and women across British Columbia and Alberta who put themselves on the front lines to keep our communities safe.

Event Details:

- **Date:** Wednesday, February 26th, 2025
- **Time:** All Day
- **Location:** All Blenz Coffee locations

As a **gesture of appreciation**, Blenz Coffee is offering a **FREE small-sized hot or iced Café Latte, Americano, Matcha Latte, Tea, or Chocolate** to all first responders. This includes **firefighters, paramedics, law enforcement, emergency medical technicians (EMTs), 911 dispatchers, crisis line workers, first aiders, and search & rescue teams**. Guests must present **valid proof of employment** to redeem their complimentary beverage (terms and conditions apply).

First responders can present one of the following verification methods at any Blenz Coffee location:

- **Valid Employee ID or Proof of Employment:** An employee ID card, business card, official badge, recent pay stub, or employer confirmation letter.
- **Professional Association Membership Card:** Proof of membership from a recognized first responder association or official certification.

"First responders work tirelessly to protect and support our communities, often putting themselves in harm's way to ensure the safety of others. Their courage and commitment do not go unnoticed, and we at Blenz Coffee are honoured to give back in a small but meaningful way. This event is our way of saying thank you for the unwavering service."

— Geoffrey Hair, President and Co-Founder of Blenz Coffee

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First Responder's Day is supported by **Blenz Cares**, a program aimed at sparking positive change and building stronger communities. Through Blenz Cares, we leverage our resources and network to make a lasting impact by partnering with charities and nonprofits. Past partnerships include the Canadian Cancer Society, Theatre Under the Stars, United Way, and Surrey Dance Festival.

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 using only the highest quality ingredients available. World-class barista training and a drive to provide a superior guest experience have fueled 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.

***Terms & Conditions:** Only valid on Wednesday, February 26th, 2025. Limited to one (1) free small Café Latte, Americano, Matcha Latte, Organic Tea, or Chocolate in Hot or Iced for the present guest. No purchase is required. While supplies last. This offer can only be redeemed by showing proof of employment. It cannot be combined with other promotions or discounts and is valid in-store only.