

**BLENZ COFFEE®**

**FOR IMMEDIATE RELEASE**



## **Blenz Coffee Announces Heroes for Heroes Day to Celebrate Municipality Workers**

**VANCOUVER, B.C., April 23<sup>rd</sup>, 2025**—Blenz Coffee is proud to announce **Heroes for Heroes Day**, a heartfelt celebration of the municipality workers who keep our cities thriving. On **Wednesday, April 23<sup>rd</sup>, 2025**, all Blenz Coffee locations across British Columbia and Alberta will roll out the red carpet—or rather, the coffee cup—for these everyday heroes with a **FREE** small-sized drink from our best-selling “Hero” lineup.

### **Event Details:**

- **Date:** Wednesday, April 23<sup>rd</sup>, 2025
- **Time:** All Day
- **Location:** All Blenz Coffee locations

As a thank-you to the backbone of our communities, Blenz is offering a **Free small-sized hot or iced Café Latte, Americano, Matcha Latte, Tea, or Chocolate** to anyone employed by a local municipality. This includes a wide range of essential roles—from office staff and planning departments to public safety teams and community support workers.

Eligible positions include:

- **Office Workers** such as city clerks, council staff, and planners;
- **Outdoor Crews** like utility workers (water, gas, electricity), street maintenance teams, and waste management personnel;
- **Safety Teams** including police officers, firefighters, and animal control officers;
- **Community Helpers** such as librarians, social workers, community centre staff, building inspectors, parking enforcement officers, and environmental inspectors.

To claim their free drink, guests simply need to present valid proof of employment, such as an employee ID card, a business card, or their municipal email.

**“We see municipality workers as the unsung heroes who make our communities tick—day in, day out,” said Geoffrey Hair, President and Co-Founder of Blenz Coffee.**

**“Whether they’re fixing a water main, planning a park, or keeping our streets safe, their efforts touch every corner of our lives. Heroes for Heroes Day is our chance to pour out some gratitude, one cup at a time.”**

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## **Community Commitment:**

Heroes for Heroes Day is a cornerstone of *Blenz Cares*, our initiative to spark positive change and strengthen the places we call home. By partnering with charities like the Canadian Cancer Society, Theatre Under the Stars, United Way, and the Surrey Dance Festival, we're committed to making a lasting impact. This event is more than a free drink—it's a moment to connect, celebrate, and build loyalty with the folks who serve our cities.

## **About Blenz Coffee:**

Born in Vancouver in 1992, Blenz Coffee has grown into a beloved premium retailer of handmade specialty coffees, organic teas, and innovative beverages. With a passion for quality ingredients, world-class barista training, and exceptional guest experiences, Blenz now operates a robust network of franchise locations across British Columbia and Alberta.

For more details, visit [blenz.com](https://blenz.com) or follow us on Instagram, Facebook, X, or TikTok.

## **Media Contact:**

Blenz Coffee Marketing Team

Email: [marketing@blenz.com](mailto:marketing@blenz.com)

*Terms & Conditions: Valid only on Wednesday, April 23rd, 2025. Limited to one (1) free small Café Latte, Americano, Matcha Latte, Organic Tea, or Chocolate (hot or iced) per present guest. No purchase required. While supplies last. Redeemable in-store only with valid proof of municipal employment. Not combinable with other promotions or discounts.*