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FOR IMMEDIATE RELEASE:

BLACK WARRIOR RIVERKEEPER LAUNCHES ORGANIC COFFEE Higher Ground Roaster's Black Warrior Riverkeeper Roast available nationwide

Birmingham, AL. Higher Ground Roasters, a top-rated 100% organic coffee company based in Leeds, Alabama, has launched a new blend called Black Warrior Riverkeeper Roast! Riverkeeper receives 10% of the sales of this medium-roast blend, which is certified organic, fair-trade, and shade grown to preserve habitat. Higher Ground also generously supports Black Warrior Riverkeeper through the "1% for the Planet" program.

You can purchase Riverkeeper's coffee online from Higher Ground at: <u>http://www.highergroundroasters.com</u> (click on the "purchase coffee" button in their homepage's bottom left corner).

You can also purchase 12oz or 2lb bags of Black Warrior Riverkeeper Roast at excellent Alabama stores such as: CAPTURE STUDIO COFFEE (Tuscaloosa), CRESTWOOD COFFEE CO. (Birmingham), OLDE TOWNE COFFEE SHOP (Huntsville), ORGANIC HARVEST (Vestavia), RED RAIN (Homewood), TRIA MARKET (Homewood), V. RICHARDS (Birmingham) and WHOLE FOODS (Birmingham). Black Warrior Riverkeeper Roast is brewed in-house at Birmingham's CRESTWOOD COFFEE and BOTTLETREE CAFE.

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Founded in 2001 by David Whiteside, Black Warrior Riverkeeper is a citizen-based, non-profit organization working to protect and restore the Black Warrior River and its tributaries in order to ensure clean water, a healthy aquatic environment, and the recreational and aesthetic values of the river. Riverkeeper works to protect our water resources by monitoring the watershed, educating the public, and holding major polluters accountable for their violations. Black Warrior Riverkeeper is a proud member of Waterkeeper Alliance (www.waterkeeper.org).

To schedule an interview contact:

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Black Warrior **RIVERKEEPER**[®]

712 37th Street South Birmingham, AL 35222 <u>www.BlackWarriorRiver.org</u>, <u>info@blackwarriorriver.org</u> 205-458-0095 (phone) 205-458-0094 (fax) **RIVERKEEPER** is a registered trademark of **WATERKEEPER**[®] Alliance

