

Declare Your True Patriot Love at www.blenz.com/canadaday

Blenz The Canadian Coffee Company Ltd. has launched its online Canada Day Celebration and contest entitled “What Canada Means To You”, where Canadians can declare their true patriot love in 480 characters or less.

June 8, 2009 – Vancouver BC

Blenz The Canadian Coffee Company Ltd has launched their online contest, “What Canada Means To You”, and Canadians are declaring their love for their country with passion, eloquence and fun.

Participants visit the Blenz website at www.blenz.com/canadaday and click on the map of Canada to link to the contest page where they can click on any of the maple leaf icons which form a map of Canada to be inspired by the postings of their fellow Canadians, or they can simply forge ahead and post their own thoughts.

A sampling of the early responses: Moj F., the first jury selection prize winner, writes “...Canada is a welcoming home. Canada is family. Canada is a country I am proud of!” Brent M. writes, “Lobster in Nova Scotia, Maple Syrup in PQ, Big City Ontario, Cold Winterpeg, Very Cold Regina in Jan, Calgary Stampede, English Bay on a windy Sunday... seen it all and it does not get any better than that.” Nellie Y writes, “... my son’s dream land – imagine there is no war and sadness”. (Imagine indeed!)

There will be one Grand Prize winner chosen at random at the end of the contest, and there are daily winners of Blenz Gift Cards valued at \$5.00. But if you ask Rosie B., she’ll say, “declaring my feelings about my adopted country was deeply satisfying. If there’s a prize at the end of the day, that’s just a really nice bonus.”

Blenz ran a similar contest in 2006 with great success; the re-tooled 2009 version was launched late in the afternoon on Friday, June 5, and the company quietly began promoting it via Twitter. Canadian Tweeples haven’t started flocking to the site yet, but the northern-most maple leaves have been claimed and there are more entries hourly. In-store promotions beginning this week are expected to generate excitement, as will Blenz Canada Day celebration at all their stores – each plans a big colourful party with all the trimmings, from special Canada Day beverage cups to balloons and festooned storefronts.

George Moen, president of Blenz Coffee, is particularly excited about the contest site. “This is an astounding technology that reaches out to the hearts of our countrymen, our friends, and neighbours. People share some amazing stories and insights. It makes me proud to be Canadian.”

Visit the site from time to time to have a look as people put their patriotism into words. Be inspired, moved to tears – perhaps even moved to post your own.

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handcrafted coffee, tea and other innovative and delicious specialty beverages. All of Blenz’ beverages are made in-store from only the highest quality ingredients available. Blenz’ commitment to serving a great cup of coffee, providing an excellent customer experience, and providing world-class staff training, has fueled Blenz’ growth from its inception. Blenz operates a network of over 85 franchise locations in British Columbia, Japan, China, the United Arab Emirates, Kuwait and the Philippines.

For information about Blenz The Canadian Coffee Company Ltd., contact:

Linda Olsen, Communications Manager
Blenz The Canadian Coffee Company Ltd.
Telephone: (604) 682-2995

Email: press2@blenz.com

Web: www.blenz.com/canadaday

Find Blenz on Twitter at www.twitter.com/BlenzCoffee