

FOR IMMEDIATE RELEASE

November 6, 2024

Disco Coffee, Coffee Republic, and Cool Kids Campaign Collaborate on "Coffee for a Cause"

We are excited to announce a special collaboration between Disco Coffee, Coffee Republic, and the Cool Kids Campaign. This partnership has led to the creation of the exclusive "Coffee for a Cause" initiative. Through this community partnership, we connect with local organizations dedicated to serving our community, enabling us to support them through the purchase of our specially designed coffee bags. The Cool Kids Campaign took the lead in designing the label for this Coffee for a Cause bag, The design competition hosted by Cool Kids allowed them to put their creative touch on Disco Roaster's Urban Blend coffee label. The bags will be available throughout November and December in all Coffee Republic locations and the Disco Roasters website.

About the Cool Kids Campaign

Cool Kids Campaign is a non-profit organization dedicated to supporting families impacted by pediatric cancer, with clubhouse locations in Towson, MD, and Huntersville, NC. Since its establishment in 2006, Cool Kids Campaign has been a beacon of support for nearly 1,900 families. It offers in-person family programs, support groups, free vacations, and more, committing to enhancing the lives of pediatric cancer patients, survivors, and their families.

"Luke and the Lost Bell"

An added bonus to our event will be the book "Luke and the Lost Bell", sharing the real-life inspired story of young Luke Miller, who, at just three years old, was diagnosed with stage III T-cell lymphoblastic lymphoma. Written by Luke's mother, Megan Miller, the book helps pediatric cancer patients and their families navigate their emotions, find support, and embrace the joy of "ringing the bell" at the end of treatment. With enchanting illustrations and heartfelt storytelling, this book celebrates courage, community, and hope.

About Coffee Republic and Disco Coffee

Coffee Republic, a family-owned coffee destination founded by Sean and Kalea Flynn, has gained recognition for its unique blend of fun and flavor throughout North Carolina and the DMV area. Known for offering a diverse selection of premium drinks and unconventional beverages, Coffee Republic operates across nine distinct locations. The brand's ethos revolves around merging the art of coffee-making with a spirit of joy. Additionally, Coffee Republic is powered by Disco Roasters, another establishment owned by the Flynn's. At Disco Roasters, we believe that coffee should serve a purpose beyond merely energizing your day; it should also uplift your spirit. This belief drives our commitment to curate an exceptional coffee experience that transcends the ordinary. Our mantra, "Party in a Bean," embodies the vibrant energy and enthusiasm we infuse into each cup we serve.

Upcoming Event

Don't miss the launch party at Coffee Republic Mooresville on Saturday, November 16th, from 10 am to 12 pm. The event will feature the Cool Kids branded coffee bags, designed by Cool Kid Elena L. The community will also have an opportunity to engage with Cool Kid families, and meet Cool Kid Luke and his mother for a special book signing session of "Luke and the Lost Bell".

Coffee Republic Mooresville
239 W Center Ave
Mooresville, NC 28115

How to Support

To support the Cool Kids Campaign, purchase a bag of the specially designed Urban Blend from any Coffee Republic location or online at discoroasters.com throughout November and December. \$5 from each bag sold will be donated back to the Cool Kids Campaign, making a tangible difference in the lives of pediatric cancer patients and their families.

For more details, please visit the [Cool Kids Campaign Website](#) and the [Coffee Republic Website](#).

Contact

Christa Thomas
Director of Marketing and Sales
Coffee Republic and Disco Roasters
704-999-7626
Christa@sksholdings.com

Join us in making a meaningful change, one cup at a time.