

**FOR IMMEDIATE RELEASE**

**City of Miami Continues Support for Haiti Reconstruction**

**Miami, FL (January 16, 2009)** – On Saturday, January 17, 2009, humanitarian agency World Vision will raise awareness and funds for Haiti reconstruction efforts in more than 100 participating Starbucks coffee shops in and around Miami.

The Miami-area Starbucks Day of Giving, part of a fundraising effort between the City of Miami, South Florida-area Starbucks stores and World Vision, aims to raise funds to support the reconstruction of hurricane-battered Haiti.

Participating Starbucks stores in South Florida will feature “Operation Hope for Haiti” kiosks as well as partner (employee) volunteers at each of these kiosks. Starbucks customers will have an opportunity to support World Vision’s reconstruction efforts in Haiti.

“I invite South Floridians to join us on this Day of Giving for Operation Hope this Saturday,” said Mary Downing, Starbucks regional director for South Florida. “This is part of the Starbucks™ Shared Planet™ commitment to community involvement”.

Immediately following the storms late last summer, Operation Hope for Haiti provided critical emergency relief and aid. Residents, corporations, churches and others raised over \$70,000, which was then matched 3:1 by World Vision through a USAID Food for Peace grant.

Haiti is now in the reconstruction phase. The City of Miami is in a unique position to establish long-term remedies aimed at preventing future destruction and sustainable rebuilding. Starbucks quickly responded to this community-wide call to action by supporting the fundraising efforts.

“This is such a simple yet fantastic way for the local Miami community and surrounding areas to show its support for a country battered by four storms in less than one month. Haiti finds itself in a precarious situation, having to rebuild so extensively. Our ongoing support is essential,” said Lisa Torres, Area Director for World Vision in South Florida.

In the aftermath of a devastating hurricane season, World Vision Haiti mobilized its staff to provide emergency food aid to more than 18,000 people. The staff also provided clothing, shoes, hygiene, kitchen kits, water, shelter materials, and medicine. In Hinche, the project’s targeted area, over 750 families lost their homes, crops and livestock to severe flooding.

“The residents of Miami have been incredibly generous in their help to our Haitian neighbors. There is a solid foundation in place to take this community’s response to the next level,” says Mayor Manny Diaz. “I call on our community to unite once again and make a long-term difference in one devastated rural area, creating a model for other cities to follow. Sustainability is critical to the survival of Haiti.”

In addition to supporting Haiti reconstruction efforts, Starbucks also invites customers to take action and give back to their communities the following week, when Starbucks launches the “I’m In!” campaign. “I’m In!” will inspire people to follow a national call to service and join a cause greater than themselves by pledging five hours of volunteer time per person between Wednesday, January 21, and Sunday, January 25, 2009.

Visit [www.starbucks.com](http://www.starbucks.com) to view a list of South Florida Starbucks locations. To contribute to World Vision’s Haiti reconstruction effort, please visit [www.firstgiving.com/HaitiRelief](http://www.firstgiving.com/HaitiRelief) or call 305-463-0403.



**World Vision**

*Building a better world for children*

**About Starbucks**

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. For more information on Starbucks™ Shared Planet™ please visit [www.starbucks.com/sharedplanet](http://www.starbucks.com/sharedplanet). To share in the experience, please visit us in our stores or online at [www.starbucks.com](http://www.starbucks.com)

**About World Vision**

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide reach their full potential by tackling the causes of poverty and injustice. We serve all people regardless of religion, race, ethnicity, or gender. For more information, visit [www.worldvision.org](http://www.worldvision.org).

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**Interviews with World Vision staff in Miami about the ongoing Haiti rebuilding efforts are available by contacting Anne Duffy at 202.572.6340 or [aduffy@worldvision.org](mailto:aduffy@worldvision.org)**