



Dear Friends, Family & Supporters:

We are very excited to announce that out of dozens of applicants, **Friends of the Monmouth County Child Advocacy Center, Inc.** has been chosen as one of three beneficiaries for Rook Coffee's new charitable initiative: Rook Gives! 100% of profits and donations from all Rook Coffee retail locations and from the rookcoffee.com online store on January 14, 2019, will be evenly distributed to the following organizations:

The Ashley Lauren Foundation
Friends of the Monmouth County Child Advocacy Center, Inc.
The Tiger House Foundation

How can I help be a part of #RookGives?

Join us on Monday, January 14th in support of these incredible causes. Visit any Rook Coffee location or our online store at rookcoffee.com to participate. It's as simple as doing one (or more) of these ideas:

- Buy yourself a cup or bag of our Peru Limited Coffee (it'll be a ridiculously good one-day-only exclusive)
- Pick up a round of coffees for your teachers
- Who needs breakfast in bed?...drop off a cup of coffee to your mom in bed!
- Grab yourself a rad new t-shirt...we'll have a bunch of exclusive new #RookGives merch on that day only!
- Treat your boss to a coffee
- Buy a couple bags of coffee for the office
- Stock up on a month's supply of cold brew bottles
- Order an online coffee subscription for your Aunt Martha
- Just come in and order "the usual", and get whatever coffee it is that you'd get any other given day of the week!

YES, that's literally all you need to do to support! Every single thing you buy from Rook on January 14, 2019 will be part of a donation to the three benefiting charities above (100% of profits and donations will go directly to them).

We are so proud and excited to be teaming up with these three incredible local charities and your support means the world to us!

-Holly, Shawn & The Rook Coffee Team

Visit rookgives.com to learn more and visit rookcoffee.com/locations to find a Rook Coffee retail store near you!