**Cup & Brew**

111 Caffeine Corner

Auburn, AL 36830

www.cupandbrewcoffee.com

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**Media Advisory**

For Oct. 31, 2020

FOR IMMEDIATE RELEASE

Oct. 27, 2020

**Cup & Brew to host Halloween festivities with Sweet & Salty Soup Kitchen**

**WHEN:** Saturday, Oct. 31, 2020

2 p.m. – 5 p.m.

**WHERE:**  Cup & Brew Coffeehouse

111 Caffeine Corner

Auburn, AL 36380

**WHO:** Larry and Lauren Latte, Founders and Owners of Cup & Brew

Caroline Chef, Director of Outreach at Sweet & Salty Soup Kitchen

Kandy Korn, Principal of Auburn Academy

Spencer Spooky, Senior Class President at Auburn Academy

Hannah Harbert, Senior Barista at Cup & Brew and Head Volunteer at Sweet & Salty Soup Kitchen

**WHAT:** Cup & Brew is hosting an afternoon of Halloween festivities as a way to connect with community members and to raise money to help alleviate poverty within Lee county. Larry and Lauren Latte, founders and owners of Cup & Brew, will be collaborating with their new partners at the Sweet & Salty Soup Kitchen to offer various activities including a costume contest, trick or treating around the coffeehouse, caramel apple making and much more for local families. All are welcome to attend the gathering and are encouraged to make purchases and enter into a raffle, where all proceeds will be directed to the Sweet & Salty Soup Kitchen to help feed impoverished members of the community. Cup & Brew will be selling their signature expresso-blended beverages, fresh baked pastries and assortment of teas to help caffeinate parents before they take their children out for Halloween!

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**WHY:** Poverty runs rampant within the state of Alabama, as over 800,000 Alabamians, including 262,000 children, are living in poverty, according to data from the 2019 U.S. Census Bureau. By partnering with the Sweet & Salty Soup Kitchen, Cup & Brew is continuing its efforts to reduce poverty within Lee county. The Halloween event is meant to help create awareness of this issue, while also creating an opportunity for community members to gather together.

**MEDIA:** Photographers are welcome at this event. Please arrive 30 minutes early for set up. Additionally, please park in Cup & Brew’s parking lot, which is located at 111 Caffeine Corner. For additional parking spaces, please see the Pristine Parking Deck, which can be found on Espresso Lane.

**MORE:** Cup & Brew is a locally owned coffeehouse that is attempting to turn their profits into hope. Cup & Brew donates 100 percent of profits to help fight poverty in Lee county, and they are deeply committed to serving those in their community well.

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