

FOR IMMEDIATE RELEASE

**Portland Roasting Speaks Up at Voices For Silent Disasters  
Concert Series Fundraiser Brings Attention to Plight of Ugandan People**

PORTLAND, Ore. -- *September 18, 2007* – Portland Roasting Coffee speaks up as one of the Voices for Silent Disasters: 40 Days for Uganda, a city-wide concert series that will raise funds and awareness for Mercy Corps' humanitarian efforts in the war-torn regions of this African country. The local coffee company has created a special Ugandan blend for the event and will donate proceeds from the sale of the coffee to the 10-concert series, which kicks off October 9 and runs through November 17.

An impressive and long list of performers includes Art Alexakis of Everclear, Pink Martini's Thomas Lauderdale and China Forbes, Storm Large, Stolen Sweets, Dirty Martini, Jackstraw, MarchFourth Marching Band, Three Leg Torso, Amelia, and many more who will donate their time and talent for a series of 10 concerts at donated venues across the city – Crystal Ballroom, The Bagdad Theater, The Mission Theater and the Kennedy School Theater. For a full list of artists, go to [www.voicesforsilentdisasters.com](http://www.voicesforsilentdisasters.com)

“Voices for Silent Disasters is the perfect combination of community involvement, engaging entertainment and service to our worldwide community,” says Mark Stell, managing partner at Portland Roasting. “We created a blend especially for this event to show our support of Mercy Corps and the work they are doing in this impoverished and underserved area of the world.”

Portland Roasting's Ugandan blend -- incorporates Ethiopian, Sumatran and Guatemalan coffees along with its eponymous beans. The **12-oz bags sell for \$10.00** and will be available for sale at the concert venues and some select retail locations. Proceeds will go directly to Mercy Corps – the Portland-based relief agency that works to ease the plight of those in crisis around the world.

"We are so grateful for the enthusiasm and encouragement from everyone at Portland Roasting. By purchasing Portland Roasting Ugandan blend coffee, Portlanders will support the grassroots efforts of Mercy Corps in Uganda," says Gordon Heady, Voices organizer. "It takes about \$7 to train a Ugandan farmer and to give him or her the seeds and implements to farm two acres of land. The proceeds from the sale of each bag of coffee will go to such programs. Portland Roasting makes this support possible, and all of us at Voices for Silent Disaster appreciate their assistance."

Voices will start making noise on Tuesday, October 9, Uganda's Independence Day, at Kennedy School Theater in northeast Portland. Art Alexakis and Pink Martini will headline the opening show that will also feature a screening of the award-winning documentary "War Dance," which chronicles the effects of civil war in Northern Uganda. Tickets for the series are available at [www.ticketmaster.com](http://www.ticketmaster.com) or by visiting one of the McMenemy's theater box offices. Ticket prices vary according to the venue and artist performing. For more information, go to [www.voicesforsilentdisasters.com](http://www.voicesforsilentdisasters.com)

**About Portland Roasting**

Since 1996, Portland Roasting has been roasting coffee and espresso for the Rose City community. Their coffee and coffee products are available via wholesale, internet and retail channels as well as through corporate, university and specialty venue businesses. Portland Roasting prides itself on its sustainability initiatives such as its Farm Friendly Direct™ program that pays premium prices to its growers to ensure quality coffee while helping to sustain the families and communities that support the coffee farmers. For more information on its coffees and environmental programs, please go to [www.portlandroasting.com](http://www.portlandroasting.com)

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Contact: Kathleen Finn  
503-528-2652  
[kathleenf@seed-pr.com](mailto:kathleenf@seed-pr.com)

