

**FOR IMMEDIATE RELEASE**

October 16, 2009

**Portland Roasting Sponsors “Coffee: The World in Your Cup”  
Opening this Weekend at the World Forestry Center**

*Participants invited to participate in a cupping and the Aroma Challenge*

**Portland, Ore.** – The World Forestry Center opens its doors to the popular traveling coffee exhibit, “Coffee: The World in Your Cup” this Saturday, October 17, at 10 a.m. Portland Roasting Coffee Company is a sponsor of the show, which takes participants on a tour of coffee from its humble beginnings in Ethiopian goat pastures to its modern and refined culmination – espresso.

Portland Roasting will host the first Coffee Break Weekend of the exhibit this Saturday, October 17, from 11 a.m. to 2 p.m. Featured activities include coffee cuppings at 11 a.m. and 1 p.m. In addition, Portland Roasting will host the Aroma Challenge, a contest that invites participants to identify the aromas inherent in coffee, from 11 a.m. to 4 p.m. Portland Roasting will also offer samples and coupons.

“Coffee: The World in Your Cup” focuses on environmental and social impacts of the coffee industry, and provides ideas for helping consumers make responsible coffee purchases at the grocery store and in restaurants and coffee shops. Organized by the Burke Museum of Natural History and Culture at the University of Washington in Seattle, the exhibit is sponsored locally, in part, by Portland Roasting, TriMet, Kink.fm and The Oregonian. The 13-week run ends on January 10, 2010, and the exhibit is closed on Thanksgiving, Christmas Eve and Christmas Day.

**About The World Forestry Center**

The World Forestry Center is a 501(c)(3) nonprofit educational organization dedicated to teaching about the world’s forests and trees and environmental stewardship. It is located in Portland’s beautiful Washington Park just off of Hwy 26 and is open every day from 10 a.m. to 5 p.m. Admission is \$8 for adults, \$7 for seniors and \$5 for children ages 3 to 18. There is a \$2 Metro parking fee per car that is waived if visitors take public transportation. The museum is five minutes from downtown Portland, just off of Hwy 26, and is also accessible by MAX light rail.

## **About Portland Roasting**

Since opening in Portland, Ore., in 1996, Portland Roasting has hewn to a mission to search out memorable coffee grown by farmers who are committed to stewardship of the land. Proceeds from coffees bearing the roaster's Farm Friendly Direct™ label support farm and community projects that increase the quality of life for growers and their families. Portland Roasting's long-term view of sustainability reaps healthy farms, collaborative relationships with growers, and good coffee. Look for Portland Roasting coffee at grocers, cafes, restaurants, hotels and universities, and online at [www.portlandroasting.com](http://www.portlandroasting.com).

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