

For Immediate Release:

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## **Blenz Coffee Partners with British Columbia-based Canadian Snowboard Team Veteran Maëlle Ricker**

– Gives Blenz Customers an Opportunity to Support Maëlle by Simply Enjoying Great Coffee –

**Vancouver, BC** – Blenz Coffee has partnered with Maëlle Ricker, a Squamish-based member of the Canadian National Snowboard Team, and is launching a new promotion that gives Blenz customers the opportunity to support her throughout the 2009-10 season.

Ricker, a two-time Olympian in Snowboard Cross (2006) and Halfpipe (1998, 2006) was the 2008 Snowboard Cross Crystal Globe winner as the World Cup Overall points leader and has made a strong start to the 2009-10 season with a first place finish in September at the first FIS Snowboard Cross World Cup in Argentina.

Blenz was attracted to Maëlle not only because she is a veteran and role model on the Canadian National Snowboard team and a leading force in women's snowboarding – she's also a Blenz customer.

"As a Canadian company, it's great to support our community on behalf of the thousands of Blenz customers, and we're proud to partner with Maëlle. She's an ambitious and talented local athlete who also understands and lives our brand and is hoping to do something great for Canada in 2010," said Brian Noble, director and co-founder of Blenz Coffee.

Maëlle is excited about the partnership with a BC-based company that fits seamlessly into her life as a snowboard athlete. "Sipping coffee in the morning before riding powder all day until my legs feel like they're going to fall off and then winding down with a hot chocolate from Blenz is a perfect day," said Maëlle. "I'm very happy to partner with Blenz for some extra fuel going into the Olympics this year."

Blenz is also giving its customers an opportunity to put their support behind Maëlle by releasing a Limited Edition *West Coast Winter Roast* this winter season and will be available until the end of February 2010. "Every time our customers buy the *West Coast Winter Roast*, they'll be enjoying great coffee in support of a great Canadian athlete," added Brian Noble.

Maëlle will be providing exclusive updates on her training and competitions at [www.blenzblog.com](http://www.blenzblog.com).

### **About Maëlle Ricker**

Maëlle Ricker is a 13-year veteran of the Canadian National Snowboard Team, and is a trailblazer for women's snowboarding, competing at both the inaugural snowboarding Halfpipe event at the 1998 Nagano Olympic Games where she finished fifth, and the first-ever Snowboard Cross event at the 2006 Torino Games finishing fourth.

# **BLENZ COFFEE**

## **About Blenz The Canadian Coffee Company Ltd™**

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic loose-leaf teas and other innovative beverages. All Blenz Coffee's beverages are made in-store from only the highest quality ingredients available. World class barista training and a drive to provide a superior customer experience has fuelled their steady growth. Blenz Coffee now operates a large network of franchise locations in British Columbia and abroad including Japan and the Philippines.

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