



**MEDIA RELEASE**  
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## **CafeSmart 2015: Drink Coffee, Do Good**

[CafeSmart](#) is calling on coffee drinkers to make a cupful of difference on Friday 7 August 2015. The unique initiative, from charity StreetSmart aims to unite coffee makers and drinkers around Australia to help people who are homeless.

For the fifth year, CafeSmart is rallying together coffee roasters, cafes and coffee drinkers around Australia. One dollar of every coffee sold on the day will be donated by participating cafes to fund local projects. Coffee Roasters also support their cafes with donated beans. The simple message is 'Drink Coffee Do Good'.

In 2014, 415 cafes and 21 roasters united to raise \$120,000 in one day to fund 91 community projects nearby to the cafes that participate. This year CafeSmart is aiming to have 500 cafes take part with the goal of raising \$175,000. 23 official coffee roasters have generously partnered with the campaign.

Cafes wishing to support CafeSmart can still sign up by visiting the [CafeSmart website](#). Coffee-lovers can also visit the website to find supporting cafes in their local area and are encouraged to consider donating an extra dollar at the counter to help that little bit more.

Top cafes and roasters around Australia participating in CafeSmart 2015 include The Grounds of Alexandria, Single Origin Roasters, Toby's Estate, Bay Coffee, Supreme Coffee, Gridlock coffee, Allpress Espresso, Campos Coffee and many more.

StreetSmart's CEO, Adam Robinson explains how grabbing your morning caffeine hit and making a difference is easy to do:

"Homelessness is an issue which often falls under the radar or even worse - it gets stuck in the too-hard basket. StreetSmart is all about creating opportunities for people to chip in and help out. We believe small donations all add up to a big impact, enabling everyone to be part of the solution."

StreetSmart supports local, grassroots community projects that help people experiencing homelessness or are at risk and this is what makes the initiative unique as Adam explains:

"These smaller organisations struggle with a lack of resources to access the networks for grants and funding."

"The projects we support are varied and innovative, and provide critical services for people in their local community," said Adam.

"It's simple to take part in CafeSmart, and why not bring friends or colleagues along to be part of the solution too? You'll help someone for whom a morning coffee is a rare occurrence. So on 7 August, make a special effort to visit a participating cafe and enjoy your coffee knowing you're making a difference."

For more information on CafeSmart, visit [www.streetsmartaustralia.org](http://www.streetsmartaustralia.org)





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### Notes to Editors

StreetSmart is an independent charity helping people who are homeless or at risk. For the past 12 years we have been working closely with the hospitality industry across Australia to build events that bring the industry together to support small grassroots homeless charities. Since 2003 we have raised and distributed \$ \$3,431,634 to fund 1,011 projects and 409 organisations.

StreetSmart tackles homelessness at the grassroots. We are a unique bridge between the community and small, 'hard to reach' agencies and projects that assist people experiencing homelessness or at risk. We support critical services and emergency aid as well as projects that promote social inclusion, empowerment and sustainable change for people who are homeless.

