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**NEWS RELEASE  
FOR IMMEDIATE RELEASE  
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**United Way of Northwest Arkansas, Silver Joe's Support Health Initiatives in NWA on September 17**

**Rogers, ARK.** – Getting a cup of coffee on Thursday, September 17 can do more than just give you energy; it can give a jolt to the work of United Way of Northwest Arkansas (UWNWA) and their focus on health issues in our community.

Silver Joe's Café ([www.silverjoes.com](http://www.silverjoes.com)) will be opening their first U.S. based location in Rogers, 3351 Pinnacle Hills Parkway, and they are teaming up with United Way by donating all receipts from their sales on Thursday, September 17 starting at 5:30 a.m.

This partnership allows Silver Joe's employees to test out their brewing skills on real customers prior to their grand opening September 18<sup>th</sup>. In turn, the proceeds from this day will help support United Way's efforts to find solutions around providing for one major building block for a good life – health.

This focus fits Silver Joe's philosophy that encourages people to engage in a healthy lifestyle through their outdoor themes and "Taste the Adventure" tagline. United Way helps to promote a healthy lifestyle through focusing on programs and initiatives that can improve people's health and safety.

United Way is focusing on the area of health by working with partners in the community to help find solutions that allow residents to live free from abuse and violence and have access to affordable healthcare services.

United Way staff will be on hand at Silver Joe's on Thursday to provide information around our focus on health, and encourage people to sign up for volunteer opportunities through [www.volunteernwa.org](http://www.volunteernwa.org), a website operated by UWNWA.

For more information on this event, please contact Brooke Benoit, VP, Marketing/Communications for United Way of Northwest Arkansas at 479.750.1221 or [bbenoit@unitedwaynwa.org](mailto:bbenoit@unitedwaynwa.org), or Dana Sargent, Director of Public Relations for Rockfish Interactive at 479.464.0622 or [dana.sargent@rockfishinteractive.com](mailto:dana.sargent@rockfishinteractive.com).

**About United Way of Northwest Arkansas**

United Way is dedicated to helping advance the good of all in our community through focusing on key issue areas such as education, income and health to create lasting changes in our community. By engaging individuals and companies around giving, advocating and volunteering for these types of issues we can all work to Live United in Northwest Arkansas. For more information about how to Live United, please visit our website at [www.unitedwaynwa.org](http://www.unitedwaynwa.org).

**United Way of Northwest Arkansas**  
*serving Benton, Madison, McDonald and Washington Counties*



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**About Silver Joe's**

Silver Joe's is a premier specialty coffee company launched in 2007 which has rapidly grown into a national brand. Today, Silver Joe's Coffee can be found on the shelves of over 400 stores and outdoor retailers. In 2008, Silver Joe's launched its first international store in Tokyo, Japan. On September 18, 2009, Silver Joe's will open its first Northwest Arkansas café, located in the Pinnacle Hills area in Rogers.

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