

# Good Earth

COFFEEHOUSE™

## Good Earth Gingerbread Families help feed families

*Good Earth Gingerbread Family program donates funds to local food banks*

**CALGARY** – (November 12, 2018) – The recipe for gingerbread is getting a little bit sweeter this holiday season as Good Earth Coffeehouse (Good Earth) returns with its Gingerbread Family program. For every package of Gingerbread Family cookies sold, Good Earth will donate \$1 to the local food bank.

The goal of the campaign is to raise over \$11,000 and to help broaden awareness around the importance and role local food banks play in supporting families in need.

“We believe in making choices that have a positive impact on the communities we serve,” said Nan Eskenazi, Good Earth co-founder. “Our Gingerbread Family program does just that by turning a traditional holiday treat into something that helps others.”

According to [Food Banks Canada](#), over 850,000 people turn to food banks for help every month. Of this number, more than one-third are children and youth. Partnering with local food banks is an example of the like-minded organizations Good Earth seeks out in an effort to improve communities and cultivate positive relationships.

Canadians can also show support for their community by sharing a photo of their purchased Gingerbread Family cookies with the hashtag #FamiliesFeedFamilies on Facebook, Twitter, LinkedIn or Instagram. Good Earth will donate \$1 for every social media post up to \$2,500.

From November 12 to December 31, Good Earth Gingerbread Family cookies will be up for grabs to purchase in all Good Earth locations across Canada. Customers can enjoy their cookies and give them as gifts knowing they are helping their community.

“For nearly 30 years, our mission has been to offer great coffee and food, while being good community partners,” said Michael Going, Good Earth co-founder and CEO. “We are happy to engage with our customers and help our local food banks.”

Each Gingerbread Family package includes a trio of fresh-made cookies with wholesome ingredients from Good Earth kitchens. These holiday treats are available at all Good Earth locations and can also be purchased online by visiting [www.goodearthcoffeehouse.com/we-cater/order-online](http://www.goodearthcoffeehouse.com/we-cater/order-online).

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### About Good Earth Coffeehouse

Good Earth is a network of authentic coffeehouses with 49 locations throughout Alberta, British Columbia, Saskatchewan, Ontario and Manitoba. The first Good Earth Coffeehouse opened in Calgary in 1991. Founders, Nan Eskenazi and Michael Going, began with a desire to serve exceptional coffee and wholesome food, with a down-to-earth attitude. The company has grown through franchising, and remains true to the original mission... to be a coffeehouse with good food. ([www.goodearthcoffeehouse.com](http://www.goodearthcoffeehouse.com)).

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