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**FOR IMMEDIATE RELEASE** 

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## HIGHLAND COMMUNITY FOUNDATION PARTNERS WITH SMALLTOWN COFFEE TO RAISE FUNDS FOR "HIGHLAND HAS ART"

The Highland Community Foundation and Smalltown Coffee Co. announced today through posts on their respective Facebook pages, a new collaboration to raise funds for the Foundation's "Highland Has Art" program, aimed at assisting and promoting the arts and art-related projects in the Town of Highland.

Smalltown Coffee, a small batch coffee roaster from Highland, will develop a "Highland" blend coffee on behalf of the Foundation and will donate a portion of the sale proceeds to the Foundation's "Highland Has Art" initiative. The blend will be developed this summer and early fall, by including taste-test input from residents visiting Smalltown's booth in August at Highland's Midweek Music and the Market, at Main Square Park. Highland artists will be given the opportunity to create the wrap artwork for the 12 oz. coffee bag, and the coffee will be available for sale starting October 14<sup>th</sup> at Highland's annual Festival of the Trail.

"We were looking for a way to get involved with the community, and this gives us the chance to do just that," said Smalltown Coffee Co-Owner Elizabeth Steel. "The community will be part of the whole process," noted Co-Owner Annette McKeown. "For the Highland blend, Highland chooses the coffee, and Highland artists create the art."

"The Highland Community Foundation is looking to support the arts in all forms," Foundation President Lance Ryskamp said. "And what Smalltown Coffee does through their roasting process, is art. We are proud to partner with Smalltown on this project." The Highland Community Foundation will seek out applicants for the package art and Smalltown will make the final choice, through a blind selection process. Ryskamp stated that he had seen press coverage recently of a similar type of program in Winfield and thought that teaming up with Smalltown Coffee would be a great opportunity to raise funds for the arts, as well as showcase an up and coming business with a growing customer base.

More details on the project will be broadcast on both organizations' social media platforms in the coming weeks. Highland artists, who wish to submit art work for the packaging, should contact the Highland Community Foundation at <a href="https://smalltown.coffee/">highlandcf@gmail.com</a>. To find out more about Smalltown Coffee, visit their website at <a href="https://smalltown.coffee/">https://smalltown.coffee/</a>.

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