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FOR IMMEDIATE RELEASE

Dutch Bros, STEM Action Center Foundation raising bucks for Reuseum kids camps

BOISE, Idaho (Sept. 24, 2018) — Dutch Bros Coffee and the Idaho STEM Action Center Foundation are raising money to send kids to Reuseum Educational Inc. youth camps that explore science, technology, engineering, and math concepts. As part of its annual Buck For Kids campaign, Dutch Bros Love Abounds Foundation will donate \$1 from each beverage its Boise, Garden City, and Meridian locations sell on National Coffee Day Sept. 29 to Re:Ed, and the STEM Foundation will match donations 50 cents on the dollar.

Reuseum Educational is a 501(c)(3) nonprofit that provides learning opportunities to enhance children's knowledge of science, technology, engineering, and math, and the donations will be used to offer no- and low-cost STEM-based workshops for youth. This is the second year the STEM Action Center Foundation has partnered with America's largest privately held drive-thru coffee company to fund Re:Ed STEM camps. Last year's effort raised more than \$35,000.

"I can't think of a better way to celebrate National Coffee Day than to help support the kids in our communities," Dutch Bros CEO and co-founder Travis Boersma said. "Each year, our customers show up and make a huge impact. Together, we're doing rad things — it's truly inspiring."

Brian Wight, owner of Dutch Bros Boise, concurs. "We believe encouraging kids to learn everything they can about science, technology, engineering, and math is important for both their growth and the growth of the community," he said. "We're honored this year's Buck for Kids event will support the efforts being made by the STEM Action Center Foundation."

"Kids are near and dear to my heart, our education system doesn't always get the financial support it needs, teachers don't get paid enough, and many schools have not yet embraced STEM education, so finding an organization like Reuseum Educational is like gold to me," Meridian Dutch Bros owner Jeff Yarnall added. "By supporting Re:Ed, donations go directly to helping kids and nothing else. The Reuseum's retail space takes care of the overhead so that every dollar donated — which the STEM Action Center Foundation graciously matches — goes directly to creating and offering STEM camps and workshops to kids for little or no cost to them."

— more —

Dutch Bros operates nine locations in Boise at [2272 S. Vista Ave.](#), [2630 S. Broadway Ave.](#), [7401 W. Victory Rd.](#), [1589 N. Wildwood Way](#), [101 S. Orchard St.](#), [1181 N. Milwaukee St.](#), [8649 W. Overland Rd.](#), [1423 W. State St.](#), and [777 Main St. Ste. 110](#) and one in Garden City at [5177 W. Chinden Blvd.](#) It operates five locations in Meridian at [1351 E. Fairview Ave.](#), [1701 W. Franklin Rd.](#), [37 E. Calderwood Dr.](#), [2170 E. Overland Rd.](#), and [5072 N. Linder Ave.](#)

Reuseum Educational is hosting Bristle Bot workshops at two Dutch Bros walk-in locations in Boise during the Sept. 29 event — from 10:30 a.m. to noon at [777 Main St. Ste. 110](#) and from 1:30-3 p.m. at [1423 W. State St.](#)

The Idaho STEM Action Center Foundation was established in October 2017 to raise awareness and funding for science, technology, engineering, and math education and related workforce development efforts. It offers a way for organizations and individuals to make tax-deductible donations to the STEM Action Center and enhance the investment the state has made in the Idaho STEM community.

STEM Action Center executive director Dr. Angela Hemingway said she’s thrilled to be partnering with Dutch Bros and the Reuseum again. “Dutch Bros has been a phenomenal partner and made our foundation’s very first fundraising effort a huge success,” Dr. Hemingway said. “Reuseum is doing amazing work with kids, and these donations support many children who otherwise could not afford to attend a week-long STEM camp.”

She said STEM learning happens everywhere, not just inside the classroom, and opportunities like Reuseum camps are important to the future of Idaho.

“Idaho is the fastest growing state in the nation and it has the country’s third-fastest job growth,” Dr. Hemingway said. “Meanwhile, Idaho’s unfilled STEM jobs leaped from 3,800 in 2016 to 6,000 in 2017, which represents nearly \$355 million in lost personal wages and more than \$20 million in lost state tax receipts. In addition, the Idaho Dept. of Labor predicts as many as 36,000 STEM jobs could be unfilled by 2024 if we do nothing. This would represent more than \$120 million in lost state tax revenue annually.”

Meanwhile, Re:Ed executive director Steve Rodoletz is thrilled to receive the attention and assistance. “Everyone at Reuseum Educational is very appreciative for our local Dutch Bros owners and their staff and the wonderful people at the STEM Action Center and its foundation to bring science, technology, engineering, and math education into the lives of underprivileged and underserved children,” he said.

About Dutch Bros Coffee

Dutch Bros Coffee is the country's largest privately held drive-thru coffee company, with more than 315 locations and 9,000 employees in seven states. The company is headquartered in Grants Pass, Ore., where it was founded in 1992 by Dane and Travis Boersma. Dutch Bros serves specialty coffee, smoothies, freezes, teas, a private-label Dutch Bros Blue Rebel energy drink, and nitrogen-infused cold brew coffee. Its rich, proprietary coffee blend is handcrafted from start to finish. In addition to its mission of speed, quality, and service, Dutch Bros is committed to giving back to the communities it serves. Through its Love Abounds Foundation and local franchisees, Dutch Bros donates more than \$5.8 million each year to causes across the country. Visit dutchbros.com for more details.

About the Idaho STEM Action Center

The Idaho STEM Action Center was created in 2015 because Idaho citizens are not entering the STEM pipeline fast enough to meet current and future Idaho workforce needs. Its goals are to coordinate and facilitate implementation of STEM programs, align education and workforce needs, and increase awareness of STEM throughout Idaho. The organization is working with industry, government, educators, and students to develop new resources and support high-quality teacher professional-development opportunities to foster a STEM-educated workforce that ensures Idaho's continued economic prosperity. Visit STEM.Idaho.gov for more information.

About Re:Ed

Reuseum Educational Inc. is the 501(c)(3) not-for-profit arm of The Reuseum, a Treasure Valley scientific, industrial, and government surplus equipment store that's become a Shangri-La for techies like engineers, students, hobbyists, and artists. Re:Ed provides materials and expertise in the support of scientific and technology education. In addition to sourcing materials, equipment, and supplies for educators, Reuseum Educational stages electronics, technology, and sustainability classes at The Reuseum at 3131 W. Chinden Blvd. in Garden City. Visit reuseum.com or educate.reuseum.org for more information.

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