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FOR IMMEDIATE RELEASE

Dutch Bros, STEM Action Center Foundation raise record \$56K for Reuseum kids camps

BOISE, Idaho (Nov. 14, 2019) — The Dutch Bros Love Abounds Foundation and the Idaho STEM Action Center Foundation gave Reuseum Educational Inc. a \$56,536 check yesterday to fund scholarships to youth camps that explore science, technology, engineering, and math.

As part of its Buck 4 Kids giveback day, Dutch Bros' 20 Treasure Valley locations donated \$1 from all 31,536 drinks they sold Friday Sept. 27 in honor of National Coffee Day (Sept. 29) to Re:Ed. The STEM Action Center Foundation matched the Dutch Bros donation dollar for dollar up to \$25,000.

Reuseum Educational is a 501(c)(3) nonprofit that provides learning opportunities to enhance children's knowledge of science, technology, engineering, and math. The donations will be used to offer no- and low-cost STEM workshops for underprivileged and underserved youth.

This is the third consecutive year Dutch Bros and the STEM Action Center Foundation have paired caffeine and STEM learning to help fuel Idaho's economy. The 2019 yield nearly matches the two previous year's combined results of \$62,184.

Dutch Bros was the STEM Action Center Foundation's first big benefactor two years ago. The nonprofit 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.

With assistance from Idaho First Lady Teresa Soulen Little, local Dutch Bros owners and STEM Action Center staff presented representatives from Reuseum Educational with their check in the fourth floor rotunda of the Idaho State Capitol Building yesterday.

"We are so grateful to the leaders at Dutch Bros for their vision and foresight in making this fundraising effort happen year after year, and to their customers for their generous giving," the First Lady said. "The tens of thousands of dollars raised in a few years makes it possible for kids to immerse themselves in STEM camps and workshops. With the continued efforts of companies like Dutch Bros, partners like Reuseum, and STEM education leaders like Dr. Hemingway and her crew at the STEM Action Center, there is promise that we will prepare today's students with the skills they will need as they enter the workforce 10-15 years from now – and beyond."

Dutch Bros Coffee CEO and co-founder Travis Boersma was ecstatic about the results.

“Every year our customers blow our minds with their support,” Boersma said. “This year’s totals show STEM education is as important to them as it is to us. We’re just so grateful for the opportunity to help.”

Local Dutch Bros franchisee-owners concur.

“Kids are the pillars of our future, and equipping them with the right tools to not only succeed but also stretch them creatively is so important,” Canyon County Dutch Bros owner Shayna Randall said. “We are honored to be helping an organization that is doing so much in our community and is also helping kids see the promise of their future.”

“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 said. “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.”

“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,” Brian Wight, owner of Dutch Bros Boise, said. “We’re honored to continue supporting the efforts made by the STEM Action Center Foundation through our annual Buck For Kids event.”

Re:Ed executive director Steve Rodoletz is thrilled to receive the attention and assistance.

“Everyone at Reuseum Educational is very appreciative of our local Dutch Bros owners and their staff and the wonderful people at the STEM Action Center and its foundation,” he said. “I’d like to thank them and the First Lady for helping bring science, technology, engineering, and math education into the lives of underprivileged and underserved children.”

STEM Action Center executive director Dr. Angela Hemingway said opportunities like the Reuseum Educational camps are important to the future of Idaho, because STEM learning happens everywhere, not just inside the classroom.

“Idaho youth spend as much as 80 percent of their time outside of a traditional classroom,” she said. “Providing students with the opportunity to attend high-quality STEM camps allows them to extend their learning of STEM concepts that will benefit them in the classroom and beyond. STEM jobs in Idaho are abundant, and participation in STEM camps helps students increase their technical knowledge of STEM while also improving their critical and creative thinking skills along with practicing teamwork and collaboration.”

Dr. Hemingway said STEM knowledge and skills are important to the future of Idaho. She said there currently are nearly 7,800 unfilled STEM jobs in Idaho and that all of Idaho's top-10 hot jobs require STEM skills: Registered nurses, software developers, nurse practitioners, physician assistants, information security analysts, industrial machinery mechanics, market research analysts, pharmacists, physical therapists, and loan officers.

The Education Commission of the States anticipates robust job growth in Idaho STEM careers by 2027: 19 percent in computing, 11 percent in engineering and 24 percent in advanced manufacturing, including 3D printing and design.

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.

About Dutch Bros Coffee

Dutch Bros Coffee is the country's largest privately held drive-thru coffee company, with more than 350 locations and 12,000 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 millions of dollars each year to nonprofits and causes locally and 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.

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