

True Blue Coffee Roasters Celebrates World Fair Trade Day With 15% Off Every Coffee

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Press release from: [True Blue Coffee Roasters](#)

Old Fields, WV (Press Release - May 8, 2008) - True Blue Coffee Roasters, the Old Fields, West Virginia, Organic Fair Trade coffee roaster, announced today a coupon for 15% off its entire line of coffee to bring awareness to World Fair Trade Day, Saturday, May 10, 2008.

As part of True Blue's World Fair Trade Day celebration, for 3 days beginning Thursday, May 8, 2008, online customers can save 15% off every order of True Blue's Organic Fair Trade coffee by using the special coupon code: fairtradeday.

Unlike some of the larger coffee roasters who only offer a small portion of Fair Trade coffees, all of True Blue's coffees are 100% Fair Trade Certified, which gives small farmers in developing countries a fair price for their crops. Fair Trade helps the farmers, their families, their local communities, and the environment.

"It's an honor to have the opportunity to bring awareness to the tremendous benefits of Fair Trade in developing countries." said Rob Luzader, chief operations officer at True Blue Coffee Roasters, "True Blue has roasted only Fair Trade Certified coffee beans since our business was founded and we see first-hand what a difference Fair Trade has made. We are proud to be a 100% Fair Trade coffee roaster."

The 15% off coupon is good for online orders through Saturday, May 10, 2008.

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Media who wish to obtain a Media Kit or request interviews with Rob Luzader should contact (304) 434-4102 or info@trueblueroasters.com

True Blue Coffee Roasters, a Fair Trade Certified coffee roaster located high in the mountains of Eastern West Virginia, expertly roasts the freshest Organic Fair Trade gourmet coffees-which are available online, in retail locations, and wholesale. Exceedingly passionate and consistent with their premium line of gourmet coffees, True Blue Coffee Roasters will settle for nothing short of perfection. For their customers, this guarantees a memorable gourmet coffee experience every time. For more information, please visit TrueBlueRoasters.com at www.trueblueroasters.com

[You can find this press release here](#)