



La Colombe Coffee Roasters® Partners with Vote.org as Part of its ‘Fuel Your Vote’ Campaign.

La Colombe is making it easier for people to find out if they are registered to vote, register to vote, or request a mail-in ballot, through the launch of their ‘Fuel Your Vote’ campaign.

(Philadelphia, September 2020) – As part of its ongoing commitment to influencing the world for the better, La Colombe Coffee Roasters is announcing a partnership with Vote.org, America’s leading non-profit, non-partisan organization working to increase voter turnout. This partnership, which kicks off on September 9, ahead of the upcoming November presidential election, is part of La Colombe’s larger [‘Fuel Your Vote’ Campaign](#) to help millions of Americans use their voice to vote.

As part of this campaign, La Colombe has created a landing page, where they will be empowering employees, customers, and their greater communities to register to vote, check voter registration status to ensure it is up to date and that no one has erroneously been purged from voter rolls, and/or request vote by mail-in ballot. All powered by Vote.org’s state-of-the-art online tools.

Additionally, La Colombe will be contributing \$2 of every box of Lyon sold to Vote.org in their mission to simplify civic engagement, increase voter turnout, and strengthen American democracy especially among young people and people of color. The label on the limited-edition Lyon box features artwork by LA-based artist Kelsee Thomas, to represent the strength of America’s unique voices to make a collective impact through voting.

“At La Colombe, we aspire to influence the world for the better through every action we take because we know that it only gets better when we use our collective voice,” said Todd Carmichel, CEO and Co-Founder of La Colombe Coffee Roasters. “One of the most important ways to make our voices heard is voting, which is why we are partnering with Vote.org as they ensure as many people as possible are heard on Election Day.”

Vote.org has registered more than 4.3 million voters, verified 10 million voters’ registration status, and has helped over 38 million website users by providing registration links and deadlines, polling location details, and other essential voting information for each state. Focusing on communities of color and younger voters, they are giving millions of people the tools they need to vote in 2020 and beyond.

“Now, more than ever, we must make sure everyone who is eligible to vote, can cast their ballot safely. With so many lives disrupted, we are proud to partner with La Colombe to help voters ensure they are registered, understand the voting options available to them, and navigate important deadlines and details to make certain their vote is counted,” said Vote.org CEO



Andrea Hailey. "By making voting easier, and in turn, getting more people to vote, we create a stronger, more representative democracy."

La Colombe has long been a steward of the communities in which they serve, and believes that they have a responsibility to create a better world. This campaign is on the heels of a recent partnership with the American Civil Liberties Union (ACLU), where they made a \$68,000 contribution to its mission of defending the rights of the Constitution, including voting rights, criminal justice reform, racial justice, LGBTQ rights, immigrants' rights and women's rights.

Learn more about the Fuel Your Vote campaign, find out if you are registered or request a mail-in ballot, or purchase a box of Lyon [here](#). Fans and followers can also stay engaged on social media by using #FuelYourVote.

ABOUT LA COLOMBE

La Colombe (www.lacolombe.com) is a leading coffee roaster known for ethical, long-term trade practices with growers. Considered one of the pioneers of the third wave of coffee, it provides signature classic blends and exceptional single-origin coffees to cafés, hotels, restaurants and retailers around the world. In addition, the company owns and operates 30 cafés in Philadelphia, New York, Chicago, Boston, Los Angeles and Washington, D.C. – with additional locations and new markets scheduled to open in 2021-2022. The company has also made headlines in the ready-to-drink business with its DRAFT LATTE™ – the world's first-ever textured cold latte.

ABOUT VOTE.ORG

Vote.org is the largest 501(c)(3) nonprofit, nonpartisan voting registration and get-out-the-vote (GOTV) technology platform in America. It has registered more than 4.7 million new voters, verified 10.9 million voters' registration status, helped more than 4.3 million Americans request their mail-in ballot, and has helped over 40 million website users by providing registration links and deadlines, polling location details, and other essential voting information for each state.

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