

**BLENZ COFFEE®**

**FOR IMMEDIATE RELEASE**



## **Blenz Coffee Announces Heroes for Heroes Day to Celebrate Healthcare Workers**

**VANCOUVER, B.C., June 25, 2025** — Blenz Coffee is proud to announce **Heroes for Heroes Day**, a heartfelt campaign dedicated to recognizing the extraordinary efforts of **healthcare workers** who care for our communities each and every day. On **Wednesday, June 25**, Blenz locations will be offering a **free small handcrafted beverage** to all healthcare professionals as a small but meaningful gesture of thanks.

### **Event Details:**

- **Date:** Wednesday, June 25<sup>th</sup>, 2025
- **Time:** All Day
- **Location:** All Blenz Coffee locations

As a thank-you to the backbone of our healthcare system, Blenz is offering a **free small-sized hot or iced Café Latte, Americano, Matcha Latte, Tea, or Chocolate** to all healthcare professionals. This includes a wide range of essential roles—from clinical staff and frontline workers to wellness providers and community health professionals.

Eligible positions include:

- **Clinical Staff** such as nurses (RNs, LPNs, nurse practitioners), doctors, lab technicians, respiratory therapists, and paramedics
- **Wellness & Rehab Teams** including physiotherapists, occupational therapists, massage therapists, chiropractors, and dietitians
- **Community Health Workers** and mental health professionals
- **Certified Health Professionals** and members of recognized healthcare associations

To claim their free drink, guests simply need to present valid proof of employment, such as an employee ID card, business card, professional certification, or recent pay stub.

### **Don't miss the fun:**

During your visit, you'll also have the opportunity to pick up a **Beat the Barista** stamp card, exclusive to healthcare workers, on June 25. It's a fun and easy way to collect stamps and earn exciting prizes on future visits. Want to know how it works? Just ask your Barista!

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***“We see healthcare workers as the true heroes who care for us in our most vulnerable moments,” said Geoffrey Hair, President and Co-Founder of Blenz Coffee. “Whether they’re providing emergency care, supporting recovery, or promoting wellness, their contributions deserve to be seen and celebrated. Heroes for Heroes Day is our way of pouring out some gratitude, one cup at a time.”***

### **Community Commitment:**

Heroes for Heroes Day is a cornerstone of *Blenz Cares*, our initiative to spark positive change and strengthen the places we call home. By partnering with charities like the Canadian Cancer Society, Theatre Under the Stars, United Way, and the Surrey Dance Festival, we’re committed to making a lasting impact. This event is more than a free drink—it’s a moment to connect, celebrate, and build loyalty with the folks who serve our cities.

### **About Blenz Coffee:**

Born in Vancouver in 1992, Blenz Coffee has grown into a beloved premium retailer of handmade specialty coffees, organic teas, and innovative beverages. With a passion for quality ingredients, world-class barista training, and exceptional guest experiences, Blenz now operates a robust network of franchise locations across British Columbia and Alberta.

For more details, visit [blenz.com](https://blenz.com) or follow us on Instagram, Facebook, X, or TikTok.

### **Media Contact:**

Blenz Coffee Marketing Team

Email: [marketing@blenz.com](mailto:marketing@blenz.com)

*Terms & Conditions: Valid only on Wednesday, April 23rd, 2025. Limited to one (1) free small Café Latte, Americano, Matcha Latte, Organic Tea, or Chocolate (hot or iced) per present guest. No purchase required. While supplies last. Redeemable in-store only with valid proof of municipal employment. Not combinable with other promotions or discounts.*