

ELE'S PLACE

CARE



A coffee created to benefit Ele's Place,
a healing center for grieving children.



From Loss to Hope

Ele's Place was established in 1991 by Betsy Stover after her daughter Ele died at the age of 11 months. From her own children, Betsy learned that grieving children need to share their feelings with other children who understand how they feel. Because of Betsy's loss, hundreds of grieving children now come to Ele's Place each week, where they begin to heal and find hope after the loss of their loved one.

Kids Helping Kids

Before coming to Ele's Place, children feel alone in their grief, like no one understands the hurt in their heart. But each week at Ele's Place, grieving children find a warm and welcoming place to share their memories, photos, artwork and writing with friends who really understand how they feel. Together they lighten their burdens and brighten their tomorrows.



Coffee that Cares

As a non-profit organization serving the Lansing and Ann Arbor regions, Ele's Place is able to support grieving children at no cost to their families because of strong community support. In an effort to bolster this generosity, Paramount Coffee created the Ele's Place coffee program to:

- Return a minimum of \$1.00 of every purchase directly to Ele's Place
- Support Ele's Place in giving hope to hundreds of children
- Add needed strength to the community
- Help customers become more aware of Ele's Place
- Provide the opportunity for retailers to publicly support a respected charity within the community

Paramount Coffee roasts, packages, and markets the Ele's Place coffee program as part of its continuing commitment to socially and environmentally responsible business practices.

For more information, please contact Melissa Wolf at 1.800.968.1222 x2441 or mwolf@paramountcoffee.com.

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