



American Red Cross

Cape Cod and Islands Chapter

BORDERS

Media Alert
MEDIA ALERT

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Borders of Hyannis Partners with American Red Cross to Donate Coffee Bags to the Military and their Families on Massachusetts Military Reservation



Military wife, Ma Otis Pantry Volunteer Karen Melchione smiles thanks to the generous donation of coffee by Borders of Hyannis and its customers.

Hyannis, MA, June 30th, 2010 –Borders of Hyannis has partnered with the Cape Cod and Islands Chapter, American Red Cross to ensure that bags of coffee donated by Borders customers in support of the military will be distributed on the Massachusetts Military Reservation on a weekly basis.

Borders customers in the past supported coffee donations to be shipped overseas, but a lot of them preferred to support military personnel and their families locally. With the Red Cross Resource Center now present on base, this seemed to be a great way to support local distribution.

The first two boxes of ground coffee bags and coffee beans were picked up on Friday by a Red Cross volunteer and delivered to the Billeting office, serving those on-base living in temporary quarters. The second box was delivered to the Ma Otis Food Pantry, aimed at supporting those military families who are struggling to make ends meet. Distribution is expected to expand to all units on the base before the Independence Day weekend.

Glen Beasley, Chapter Executive Director says: "*We are delighted that Borders asked us to help in ensuring that the coffee, generously donated by Borders customers, is indeed delivered free of charge to the military and their families locally. The Massachusetts Military Reservation impacts some 3,000 active or reserve military personnel and families. Thank you Borders, thank you Borders customers.*"

Borders' General Manager Steven Yerid says:"*We started this coffee donation program about a year ago and are delighted with the support of our customers. We know first-hand the sacrifices our military personnel and their families are making to serve our country. The partnership with the American Red Cross to reach out to them seemed a very natural next step.*"

The American Red Cross is chartered by Congress to organize Emergency Communication to support the Military and their families and as such is a major resource for military families. For more information about Services to the Armed Forces and Military Families, contact American Red Cross, Cape Cod and Islands Chapter, 286 South Street, Hyannis, MA 02601, (508) 775-1540 or check out www.cciredcross.org.

About Borders of Hyannis: Whether a year round local resident, snowbird returning north for a visit or summer tourist season visitor, Borders Hyannis has something to offer you. We invite you to browse our extensive book selection--including a collection of books about Cape Cod and the Islands as well other books by local authors. Throughout the year we feature an ongoing program of Children's events as well as book signings by local authors. While you're here you can listen to samples from thousands of CDs in our digital music system and browse through our DVD section, featuring traditional format DVDs as well as Blu-Ray format DVDs. Borders Hyannis also features a Paperchase shop within our store for all your gift and stationery needs. Other highlights of our store include an inviting Children's Department, Bargain book collection and extensive periodicals section. While visiting our store be sure to drop by our Seattle's Best Coffee Cafe to enjoy a snack and a warm or cold beverage while relaxing with your favorite magazine or book. Our store is a stand alone location on Route 132 in Hyannis, featuring plenty of easy and accessible free parking. We take pride in our store and in our friendly and knowledgeable staff and promise to greet you with a smile, welcome you to our store and ensure your visit to our store and to Cape Cod is a pleasant one.

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