



Press release

10. 08. 2020

Coffeeshop Company Launches 'Cup of Kindness' Campaign in Support of COAF

YEREVAN-- **Children of Armenia Fund (COAF)** is partnering with the popular Yerevan-based cafe chain **Coffeeshop Company** in support of programs throughout village communities in Armenia. The ongoing campaign, inspired by William Saroyan's "A Cup of Kindness," will donate 10 AMD from each takeaway cup of coffee or other beverage sold. The official kickoff was held on August 10.

COAF Managing Director **Korioun Khatchadourian** stressed the importance of successful businesses investing in rural communities by promoting education and healthy lifestyles. *"It inspires rural youth to think and act for the development and well-being of their communities starting from today,"* mentioned Khatchadourian.

"Difficult times bring together good people to start a successful partnership. Coffeeshop Company is very excited with this initiative, aiming to develop the educational and cultural life of rural children in Armenia. We believe that this cooperation is only the first step towards the great path of huge reforms," mentioned **Arman Gevorgyan**, the Founder of Coffeeshop Company cafe chain in Armenia.

COAF has partnered with several companies in Armenia over the years and has been at the forefront in developing the concept of corporate social responsibility in the country. Coffeeshop Company was founded in Austria and today has over 250 franchise coffee shops worldwide, with 5 locations in Armenia.



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About COAF

The “Children of Armenia” Charitable Fund (COAF) is a non-profit, non-governmental organization that employs community-led approaches aimed at improving the quality of life in rural Armenia, with a particular focus on children and youth. COAF’s target development areas are education, healthcare, social and economic development. COAF launched its programs in 2004, starting in one village and expanding to 64 villages in Armavir, Aragatsotn, Lori, Gegharkunik, Shirak, and Tavush regions.

Since 2015, COAF has developed and started implementing a new vision – SMART Initiative. COAF SMART is designed to advance a generation across the rural world through education that will benefit individuals, societies, and the environment. COAF SMART will become an exemplary model of development and will be replicated in other regions and communities throughout Armenia. The first COAF SMART Center was inaugurated on May 27, 2018, near the village of Debet, Lori Region.

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