



FOR IMMEDIATE RELEASE

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## **Third Street pledges 5% of December Festivus Chai sales at Whole Foods Market to nonprofit Whole Planet Foundation**

*Innovative Colorado beverage company supports microfinance projects in developing world to help fight poverty and make Festivus miracles*

**Boulder, Colo. (Dec. 1, 2011)** – Third Street Inc. today announced it is donating 5% of all Festivus Chai sales at Whole Foods Market in the month of December to nonprofit Whole Planet Foundation. This contribution will help fund the Foundation’s mission to alleviate poverty through microcredit loans to the working poor in developing countries.

“We believe Whole Planet Foundation and our company have a similar mission,” said John Simmons, founder and president of Third Street. “Proudly carrying the Whole Trade Certified logo on the label, our Festivus Chai was carefully crafted to have a positive impact on our suppliers and consumers. This partnership with the Foundation is a natural extension of that work and just the beginning of more great things to come.”

Festivus Chai is a limited-edition seasonal holiday chai made with real cocoa, holiday spices, and organic ingredients. It is available in Whole Foods Market stores across the nation.

“Kudos to Third Street for making it easy for shoppers to join the fight against global poverty,” said Philip Sansone, president and executive director of Whole Planet Foundation. “Now, when Whole Foods Market shoppers make the simple choice to buy Festivus Chai, they’re helping to provide a better future for those in need.”

Since its inception, Third Street has focused on buying fair trade certified ingredients for its chai and other beverage concentrates. Third Street was the recipient of the Whole Foods Local Producer Loan Program (LPLP) and has been working with Whole Foods for over 10 years. “We’re grateful to have such a supportive retail partner in Whole Foods,” Simmons said. “They’ve allowed us the opportunity to grow our company by putting our values and product quality first. Our donation to Whole Planet Foundation is a priceless way for us to pay it forward and help other, less fortunate entrepreneurs worldwide.”

### **About Whole Planet Foundaion**

In 2005, natural and organic retailer Whole Foods Market established Whole Planet Foundation as an expansion of its mission to be an active participant in the global community. The nonprofit provides grants to microfinance institutions in poor communities where the grocer sources products. To date, the Foundation has authorized \$26 million and funded more than \$15.5 million in microfinance programs in 48 countries, positively impacting more than a million people worldwide. To donate, learn more , or read stories from microcredit loan recipients, visit: [www.wholeplanetfoundation.org](http://www.wholeplanetfoundation.org) or read the Whole Story blog at: <http://blog.wholefoodsmarket.com>.

### **About Third Street**

Third Street, a Boulder, Colorado-based company, developed the first organic and Fair Trade chai concentrates in 2001 and has been microbrewing for the retail and specialty coffee markets ever since. In 2010, the company introduced organic lemonade and partnered with Cooper Tea in a successful launch of co-branded iced tea concentrates. A leader in sustainable business practices, Third Street’s brewing facility is 100% wind-powered and 100% of ingredients are composted with local organic farmers. Visit [www.thirdstreetchai.com](http://www.thirdstreetchai.com) to learn more.

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THIRD St.  
FESTIVUS CHAI  
Microbrewed with Pure Joy!  
Organic Fair Trade Concentrate  
32 Fl oz (946 ml)