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The Benjamin Franklin Tercentenary and Starbucks Coffee Company present the
BEN FRANKLIN COFFEEHOUSE CHALLENGE

Fact Sheet

- The Benjamin Franklin Tercentenary and Starbucks Coffee are partnering to present the Ben Franklin Coffeehouse Challenge in the Greater Philadelphia and Central Pennsylvania regions. This region encompasses south-eastern Pennsylvania, from State College to the west to Dickson City in the north, and reaches as far as Princeton and Monroe in New Jersey, and Newark in Delaware.
- The Ben Franklin Coffeehouse Challenge is an exciting opportunity to recreate Franklin's special brew of civic generosity, in which community discussion and collective action generate creative and innovative solutions to shared public concerns. 2006 Ben Franklin Coffeehouse Challenge participants will be bringing Franklin's legacy to life in modern times.
- The Ben Franklin Coffeehouse Challenge offers civic-minded individuals and neighborhood residents, as well as members of existing groups such as civic and non-profit groups, hospitals, universities and corporations, a unique opportunity to come together and make a difference in their communities.
- A Coffeehouse Challenge meeting is an opportunity to do things differently; to transform an "ordinary meeting" into a place of exploration, support, new ideas, encouragement, and enjoyment.
- Groups are encouraged to schedule Coffeehouse Challenge meetings at their local Starbucks from January through June 2006. Communities which do not have a Starbucks nearby will receive help in finding an alternative venue.
- Following their initial Coffeehouse Challenge meeting, participants are encouraged to continue to meet to brainstorm the practical details of their creative solutions to community problems, report their findings to the Tercentenary, and ultimately develop a program proposal.
- The Tercentenary and Starbucks will create a judging panel to review the program proposals and in September 2006, a ceremony will be held to award five proposals with \$3000 each from Starbucks, so that they can continue their work, and make their vision a reality for their community.
- More information about the Ben Franklin Coffeehouse Challenge, including support materials to help volunteer facilitators organize a Coffeehouse Challenge, a calendar, and bulletin board are available online at www.benfranklin300.org/chc.
- The Ben Franklin Coffeehouse Challenge is sponsored by CBS 3, The Philadelphia Inquirer, Daily News and Philly.com, and each of these media partners will be actively involved in creating awareness and enthusiasm for the initiative.

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