



Niños Del Café - Java Times Caffé Non-Profit Organization Strives to Improve the Living Conditions of Children Whose Parents' Work in the Coffee Producing States

Niños del Cafe started in 2004 with the objective to help the coffee producers of Mexico, offering their children better living conditions. This organization is part of the Java Times Caffé company - javatimescaffé.com, which has broad experience in the coffee world through the stores it has handled since 1999. The owner, Antonio Leite, has been in very close contact with these producers and is keenly aware of the needs they have.

Torreon Coahuila, Mexico, May 28, 2008 --(PR.com)-- The foundation "Niños del Café" is directed to help the farmers' children in the coffee growing regions of Mexico through contributions that help to improve the quality of life within their communities. The main focus is to better the education and health conditions of their rural communities while respecting at all times their local customs and practices.

These children are often forced to drop out of school to go to work picking coffee beans to their mothers or often other people who are taking care of them when their father or their complete family have immigrated to the US or other countries. The avowed goal of Java Times Caffé/javatimescaffé.com is to take them away from doing just that and stay in school.

Being a non-profit organization, it does not belong to any government dependency, it has a non-partisan philosophy nor does it foment any ideology in particular.

Niños del Cafe was founded in 1999 by Antonio Leite, General Director and Owner of Java Times Caffé, a chain of Coffee Shops and roasting plant from the North of Mexico.

In those years, Antonio Leite was in the Federal District, building strong relationships with the coffee producers from the State of Veracruz, and being able to witness in person the poor life conditions that those communities bear year after year without anybody - be it private or government - doing anything about it. To remedy this, he decided to create Niños del Cafe as a way to give back a little to the coffee farmers for the big effort they make to produce it.

Java Times Caffé/javatimescaffé.com allocates 1.5% of gross sales every month to its non-profit foundation. The franchise membership contributes as well by paying a fee for the use of the "Niños del Café" Seal in their packages - fee that is calculated by direct relation to the amount of coffee each package is destined to house.

Said seal informs the consumer that part of the money he/she is spending in coffee is destined to the realization of sustainability and social responsibility projects in developing countries.

The work of the Foundation is channeled through the financing of micro-projects lower than 25.000 pesos that would contribute to an economic and social development sustainable on the long term, investing in education, professional development and the overall betterment of life conditions of coffee-producing



communities.

The Foundation "Niños del café" is a project open to all the entities that have an incidence in the world of coffee, and desire to acquire a compromise of support to the objectives of human development embraced by the foundation. Some of the Mexican estates in which "Niños del café" is implementing social sustainability projects are Veracruz, Colima, Guerrero, Hidalgo, Oaxaca, Nayarit, San Luis, Puebla, Jalisco, Chiapas, Tabasco, Querétaro.

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