



Portland Microroaster Creates New Coffee Line to Benefit Oregon Scleroderma Chapter

Badbeard's Microroastery LLC will donate \$4 per pound directly to nonprofit

(Portland, OR., December 10, 2012) – The Oregon Chapter of the Scleroderma Foundation is now the beneficiary of a special and dedicated line of coffee products offered by Badbeard's Microroastery LLC of Portland. For every pound purchased of the special project coffee, this boutique coffee roaster will donate \$4 directly to the chapter.

“The ICO (initial coffee offering) includes *Bella Voce*, a premium breakfast blend; *Prima Voce*, a premium espresso blend comprising light/dark roast profiles for espresso and drip; and *Mezza Voce*, a premium decaf blend,” said Justin Kagan, owner of Badbeard's Microroastery. Organic coffees predominate these blends for the new nonprofit line, and the decaf is 100% water process (non-chemical).

Scleroderma, also known as systemic sclerosis, is a chronic, often progressive autoimmune disease in which the body's autoimmune system attacks its own tissues. Four out of five people living with scleroderma are women.

“This type of dedicated donation from a great local business is the first-of-its-kind arrangement for our organization,” Oregon Chapter President Liz Orem-Bedel said. “We are so appreciative of the work of Justin Kagan and Marie Fiorillo to make this effort a reality. Not only does it help bring in revenue, but these products by Badbeard's Microroastery also help raise awareness of scleroderma and the Oregon Chapter's mission for support, education and research. We can't thank them enough.” The chapter's founding scleroderma support group in Portland dates back to 1981.

For information about these new products that benefit the scleroderma chapter, visit the Badbeard's Microroastery web site page at <http://www.badbeardscoffee.com/Special-Projects> You may also call the firm's customer service at 503-319-0576.

Although medicines can sometimes help treat symptoms, there is no cure yet for scleroderma, which literally means “hard skin,” and can result in thickening and tightening of the skin, as well as a wide range of health issues, such as serious damage to internal organs. Scleroderma affects each person differently, and can be fatal. To date, there is no known cause and it is not contagious.

The names of the new coffees, *Bella Voce*, *Prima Voce* and *Mezza Voce*, come from the connection between the national Scleroderma Foundation’s monthly magazine *Scleroderma Voice* and Marie’s classical singing background. “The vocal theme resonates in Internet searches and we hope for a viral spread among people who love coffee,” Fiorillo said. “Badbeard’s Microroastery will be one voice throughout all social media and we hope our supporters will make their voices heard as well through their purchases of the coffee.”

Approach to community involvement

Explaining his new product line, Kagan remarked, “Being a 'put your dollars where your mouth is' person, I have always supported the local arts community and several other nonprofits through my company, principally through in-kind and outright donations. Being a small, responsible business, I feel this is part of my 'charter.' ”

Kagan's initial contact with scleroderma and the Scleroderma Foundation community came through his life partner, Marie Fiorillo, who was diagnosed with the disease in 2009. Shortly after her diagnosis, Marie began attending the Oregon Scleroderma support group meetings. After a recent fund-raising brainstorming meeting, Marie asked Justin if he would be willing to create a special coffee blend as a fund-raiser to support the research, education and awareness efforts of the Scleroderma Foundation.

Since her diagnosis, Marie said she has had excellent care and is able to work full time as an arts counselor in the School of Fine and Performing Arts at Portland State University. Marie and Justin are both professional musicians, and it seemed natural to create coffee blends expressing their love and support for the arts. Marie is a former professional classical singer and when Justin is not roasting coffee, he is a professional cellist, including a long tenure at the Metropolitan Opera where he was exposed to many beautiful voices.

Several years ago, Kagan began offering Symphony!, a coffee fund-raiser for the Oregon Symphony, by creating a special blend for supporters of the Portland-based classical music orchestra.

Original label designs

Label designs for Badbeard's Scleroderma ICO are original artworks by chapter board member Christina Current Fidalgo.

“I wanted to create a label that would be both eye-catching and consistent with the musical theme of the coffee names, but most importantly one that represented our cause,” Fidalgo explained. “Everyone who sees this coffee will see our Oregon Chapter logo and the word Scleroderma.” (*Prima Voce* label on pg. 1.)

For more information, visit www.scleroderma.org/oregon or contact the Oregon Scleroderma Foundation at 503-245-4588, SDForegon@comcast.net, PO Box 19296, Portland, OR 97280. The Scleroderma Foundation is a 501(c)(3) national nonprofit organization serving the interests of persons living with scleroderma. The Foundation’s chapters and support groups nationwide help to carry out its three-fold mission of support, education, and research. The Scleroderma Foundation is the leading nonprofit supporter of scleroderma research—funding over \$1M of new grants each year to find the cause and cure of scleroderma.