



## Press Release Cappuccino Club

### WHO-WHAT-WHY:

Brought together by the love for mountains and snow while having a couple of cappuccinos a group of snowboarders from Innsbruck developed the idea of founding a charitable association: the Cappuccino Club. After an intensive preparation period, the Cappuccino Club was officially registered on June 30th 2008.

One of the main motivations for founding the club was the desire of the members to get involved in social activities, be open for the needs of indigent people and make a contribution to solving their problems.

The wide range of the Cappuccino Clubs' members' professional skills and their distinctive motivation gives the club high potential to actual change. Several projects shall help those who are not equally blessed with a carefree life and don't have the means to help themselves. All members' skills and energies are sent to exactly where they can help and are needed the most.

The Cappuccino Club consists of around 30 snowboarders including nationally and internationally known riders like Julia Baumgartner, Silvia Schlereth, Flo Illing, Regina Lind, Jonee Pülz and Stephan Wimmer. Although all members live separately in Austria, Southern Germany or Switzerland, the head office is located in Innsbruck, also called the „Heart of the Alps“.

### PROJECTS:

#### Calendar

The wall calendar 2009, the first project of the Cappuccino Club, brings together the energies of the snowboard and art scene to concentrate them on a good cause.

The calendar is not a normal snowboard calendar. The cooperation with internationally known as well as young ambitious artists creates an extraordinary mixture of sports, esthetics and arts. The purchase of the functional and stylish calendar coins an attractive measure for everybody who wants to participate in social engagement.

The net profit of the calendar project is dedicated to buy a water tank for orphans in Zigoti (Uganda). The 6000-liter tank will be erected in cooperation with an organization called "A Chance for Children" ([www.kindermeinechance.at](http://www.kindermeinechance.at)) lead by Stefan Pleger (long-term member of the board of directors of "Doctors without Borders" in Austria). Around 50 kids will have the possibility to access clean drinking water in the dry season. Besides the very high purchase price of the tank the low water quality is one of the main problems of the kids in the region. The dirty water leads to vermicular illnesses and skin rash. The new water tank will provide clean water, which will decrease the risk of falling ill for the inhabitants of Zigoti. This will give the kids more time to use their energy for education, games and other moments of luck.

The realization of the project is, besides the free participation of the artists, enabled by the support of 12 companies (directly or indirectly from the snowboarding business), which are aware of their social responsibility.

Marketing and selling will directly be done by members of the Cappuccino Club i.e. at the University of Innsbruck, at the calendar release party in the Weekender Club in Innsbruck on December 11<sup>th</sup> 2008, at specially chosen snowboard shops (Moreboards) as well as on the Cappuccino Club Homepage: [www.cappuccino-club.org](http://www.cappuccino-club.org) (coming soon, unfortunately just in German so far).

## Party

On Thursday December 11th 2008 a calendar release party will take place in the Weekender Club in Innsbruck. Additionally to the presentation of the calendar, also other projects of the Cappuccino Club as well as the Club itself are introduced. There will also be a tombola with great rewards provided by sponsors.

The goal of arranging an event like this is to create more social awareness and support in everybody through fun, based loosely on the motto "Have Reasonable Fun".

Furthermore on Saturday March 13th 2009 another event is planned in a place called "Z6. All drinks are served by Cappuccino Club members and from each consumed drink a small amount of money is given to a special project, carefully chosen by the Cappuccino Club.

## Clothing Drive

### Motivation

Lots of sponsored riders receive tons of clothing and material they are not able to use. Selling the equipment is not allowed due to most sponsors' contracts. The Cappuccino Club's thought now was to give the surplus to those who cannot afford to buy expensive snowboard equipment.

### Idea and Goals

Premier goal is the balancing of surplus and deficit.

New or as good as new snowboard clothing as well as street wear shall be collected and given to poor kids and teenagers.

This may give unprivileged teenagers the possibility to be able to perform the very expensive sport as well by being equipped with „cool“ clothing (also very warm on cold winter days).

### Organizations we are supporting this year

Our ambition is to keep the projects local. This is the reason why the club started cooperating with the following three institutions:

- Chillout Innsbruck – Institution for homeless teenagers – drop-in center for temporary housing
- Z6 Innsbruck - <http://www.z6online.com>
- BIWAK of the SOS-Kinderdorf - <http://www.sos-kinderdorf.at/Informationen/SOS-Kinderdorf-in-Oesterreich/Fluechtlingsprojekte/Pages/Biwak.aspx>



All these facilities organize special days for their kids in winter where they would definitely need functional clothing. One part of the equipment is lent to the kids while the other part is given to them as Christmas presents.

Cooperating with the Z6 we will spend one day on the mountain with teenagers from the drug addiction consultancy and try to show them the fun of sports in the snow.

