

M E D I A R E L E A S E

November 30th, 2010

Kerstin's Chocolates announces a sharing of its profits with Edmonton-based Change for Children.

Buy local, act global.

Kerstin Roos, Edmonton-based artisan chocolatier and owner of **Kerstin's Chocolates**, announced today that, beginning immediately, her company will be donating 10% of its net profits to the **Change for Children Association (CFCA)**.

This partnership fulfills a long standing wish of Kerstin's: to give something back to the people living in the parts of the world where most of the cacao that is used to make chocolate is grown -- Latin America and Africa. Change for Children is a perfect partner because it is based in Edmonton and funds projects that support sustainable community development in these regions. Now Edmonton's most discerning chocolate consumers can feel even better about eating delicious, locally made chocolate because by doing so they will be helping people in cacao-growing countries like Bolivia, Nicaragua, Tanzania and many others. Kerstin's Chocolates has always supported fairly traded, ethically grown cacao, but by donating to CFCA, we can now complete the circle and help the communities directly.

Kerstin was initially attracted to Change for Children because of their mission to educate Edmonton's children about the challenges that people in the developing world face. Kerstin has visited cacao plantations in the Caribbean and understands the importance of CFCA's focus on cooperating with the indigenous people of other countries to identify the root causes of their poverty and to assist them in finding long-term solutions. She hopes in the future to work with Change for Children to build new relationships with cacao-growing communities in the developing world and to bring positive, sustainable social and economic change to these communities.

Shelaine Sparrow, Program Manager for Change for Children Association (CFCA), responded to the announcement by saying "*Kerstin's Chocolates is such a good fit with CFCA, being local and committed to fair trade and education. Kerstin's vision is an example of how companies can be part of the solution to poverty and injustice, and we are honoured to be part of that.*"

To spread the word about sustainable cacao farming and Change for Children, Kerstin **will be holding a public chocolate tasting workshop** for children and parents at the **McKernan School Gymnasium**, 11330 76th Ave, on **Thursday, Dec. 16th, 2010 starting at 5pm** and invites all of Edmonton's children to come and taste some great chocolate and learn more about the CFCA's projects. Donations for Change for Children will be collected at the door. Seating will be limited to 100 adults (16 and over), and tickets are free: get them from <http://www.kerstinschocolates.com/CFC.php>

This Christmas, Kerstin's Chocolates and Change for Children encourage all Edmontonians to make a generous statement and choose a local chocolate that has a global impact.

About Change For Children:

Change for Children (founded in 1976) works with grassroots organizations in Africa and Latin America to support community solutions that improve access to clean water, education and healthcare, ensure environmental preservation and food security, promote the rights of children, women and indigenous peoples and support economic development and micro-credit initiatives.

www.ChangeForChildren.org

About Kerstin's Chocolates:

Kerstin's Chocolates was founded in 2003 and has operated a retail chocolate shop in Edmonton since 2008. Using only the finest cacao in the world, Kerstin Roos and her team craft groundbreaking chocolate confections under the **Chocophilia**TM brand. Kerstin's Chocolates also operates Canada's most comprehensive chocolate shopping site called **Chocophilia**TM **Online**, located at

www.Chocophilia.ca.

*For interviews or photos please contact Kerstin Roos: 780-990-0011

Email: info@kerstinschocolates.com or Shelaine Sparrow: 780-448-1505



Kerstin's Chocolates

10139 112th St.

Edmonton, AB, T5K 1M1

Tel: (780) 990-0011;

Fax: (780) 988-0075

www.KerstinsChocolates.com



Change for Children

2nd Flr, 10808-124 St

Edmonton, AB T5M 0H3

www.ChangeForChildren.org

Phone: 780-448-1505

Email: cfca@changeformchildren.org

(Charitable registration # 118849496RR0001.)