

NEWS (NOT EVENT) Immediate Release

**D&R Greenway Land Trust Launches Business Partners in Preservation Program
Small World Coffee Newest Partner
Recognition for Business Partners at May 6th Down-to-Earth Ball
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President & CEO, Linda Mead celebrates D&R Greenway Land Trust's newest Business Partner in Preservation, Small World Coffee. This legendary Witherspoon Street Café recently donated over \$1,300 raised from their art exhibition, the "Love Show". This exhibit annually showcases local artists to benefit a selected non-profit. Small World has hosted a monthly art show since its founding 17 years ago. "Like D&R Greenway, we use art to unify and connect people," says Jessica Durrie, Small World Coffee owner. "We're very proud to be one of their Business Partners in Preservation. We hope to inspire other businesses in the community to support them in their mission." An outdoor enthusiast, Ms. Durrie praises the land trust's continued preservation of beautiful, accessible local landscapes: "I did an amazing hike on New Year's Day at St Michael's in Hopewell," she enthuses. "What a gift to the community!"

Ms. Mead announces, "Businesses who wish to partner with D&R Greenway in support of the local environment may join now to be **recognized at the non-profit's annual Down-To-Earth Ball, to be held at Tusculum on Friday, May 6, as well as being recognized in newsletters, and at other gala events throughout the year.**" Those interested in becoming partners and/or attending the "Open the Doors for Open Space"/The Down-to-Earth Ball may contact Tiffany So at 609-924-4646, and discover further on www.drgreenway.org."

"We're very grateful to Small World Coffee for their leadership, bringing our preservation and stewardship mission to the forefront of community attention through their "Love Show," declares Linda Mead. "We repeatedly encourage D&R Greenway donors to patronize our Business Partners in Preservation. The business sector of our community, as they increasingly come to share our mission, becomes a tremendous force for integrating sustainable practices into daily life. "

Small World's core values align with those of D&R Greenway. Jessica notes, "Small World's mission is to live as sustainably as possible. We have an incredible reverence for agriculture and nature. Our livelihood comes from the Earth, and having open space and land is necessary for that to continue. D&R Greenway's work preserving land benefits everyone in the community." Small World directly supports community agriculture by buying local organic products for the café.

Small World Coffee "Shares the Love": Newest Business Partner in Preservation with D&R Greenway

According to Ms. Durrie, "Creating a sustainable community is like making a delicious cup of coffee. Every bean counts. And when they all get together....aha! Lots of little things add up to a greater whole. The annual month-long *Love Show* is designed to enable people of all means to support local nonprofits. "Not everyone can attend a typical annual gala," says Jessica, "But anyone can buy a \$20 ticket to our *Love Show* Opening Party. Or buy a t-shirt, or for \$2, a "Why I Love Open Space" heart and write a Valentine to D&R Greenway. ("Because it's quiet!" was the most-repeated accolade.) Through the *Love Show*, Small World creates the excitement of being part of a community that has much to be proud of. The "Share the Love" campaign leverages individual contributions into a larger whole.

Forging connections with the local creative community is important to both organizations. D&R Greenway hosts innovative exhibits throughout the year, at the Johnson Education Center, promoting connections among artists, nature, and the urgency of land preservation. Small World has hosted a monthly art show since its founding. Jessica, who received a Princeton YWCA Tribute to Women Award in March 2011, puts into practice her philosophy that mutual respect and fostering interdependence builds community. D&R Greenway's Business Partners in Preservation program recognizes that community is all about creating and sustaining relationships.