

## FOR IMMEDIATE RELEASE

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## GREEN MOUNTAIN COFFEE AND ASHOKA'S CHANGEMAKERS ANNOUNCE JUDGES FOR REVELATION TO ACTION COMPETITION

**Washington, D.C. and Waterbury, Vt., March 25, 2010** – Green Mountain Coffee® and Ashoka's Changemakers today announced the panel of judges for their [Revelation to Action](#)<sup>sm</sup> Your Place. Your Idea. Your Change.<sup>sm</sup> competition. Located at [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation), Revelation to Action is an online competition to find and help fund the most innovative ideas to strengthen and improve communities across New England and New York.

The Revelation to Action judges represent some of the most innovative social entrepreneurs in the U.S., with expertise spanning the corporate, non-profit, environmental and academic sectors. The judges are:

- **Alan Harlam** – Director of Social Entrepreneurship at the Swearer Center for Public Service at Brown University
- **Michael Havard** – Vice President, Marketing - Corporate Officer, Newman's Own, Inc.
- **Beth Ginsberg Holzman** – CSR Strategy and Reporting Manager, Timberland
- **Bill McKibben** – Environmentalist and writer who frequently writes about global warming and alternative energy and advocates for more localized economies. He is also the founder of 350.org
- **Michael Dupee** – Vice President, Corporate Social Responsibility for Green Mountain Coffee Roasters, Inc.

"Whether you're inspiring involvement in your town, or mobilizing millions across the globe, your voice, your ideas, and your commitment can transform the way we live," said environmentalist and writer, Bill McKibben. "Our world is ripe with innovations and fresh perspectives, and with a simple idea and an ounce of courage, our neighborhoods, schools, and environments can have a better future. We're all connected and we all have what it takes to strengthen our communities."

The judges will select a slate of ideas from submissions entered through the Changemakers online community. On June 9, finalists will be announced, and between June 9 and June 30, the public will have the opportunity to vote for their favorite entries. Winners will be announced during the week of July 12, and will be awarded prizes totaling \$50,000. For complete rules and regulations of this competition, visit [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation) and click on “Eligibility, Criteria and Prizes.”

The competition is now open for nominations at [www.Changemakers.com/Revelation](http://www.Changemakers.com/Revelation). Competition entries may be submitted through April 21, 2010. Community members are invited to nominate individuals and organizations with community solutions, discuss and share ideas and success stories, and comment on proposals.

### **About Green Mountain Coffee Roasters, Inc. (NASDAQ: GMCR)**

As a leader in the specialty coffee industry, Green Mountain Coffee Roasters, Inc. is recognized for its award-winning coffees, innovative brewing technology, and socially responsible business practices. GMCR’s operations are managed through two business units. The Specialty Coffee business unit produces coffee, tea and hot cocoa from its family of brands, including [Green Mountain Coffee®](#), [Newman’s Own® Organics](#) coffee, [Tully’s Coffee®](#), and [Timothy’s World Coffee®](#). The Keurig business unit is a pioneer and leading manufacturer of gourmet single-cup brewing systems. [K-Cup® portion packs](#) for Keurig® Single-Cup Brewers are produced by a variety of licensed roasters and brands, including Green Mountain Coffee, Tully’s Coffee and Timothy’s. GMCR supports local and global communities by offsetting 100% of its direct greenhouse gas emissions, investing in Fair Trade Certified™ coffee, and donating at least five percent of its pre-tax profits to social and environmental projects. Visit [www.gmcr.com](http://www.gmcr.com) for more information.

GMCR routinely posts information that may be of importance to investors in the Investor Relations section of its web site, including news releases and its complete financial statements, as filed with the SEC. GMCR encourages investors to consult this section of its web site regularly for important information and news. Additionally, by subscribing to GMCR’s [automatic email news release delivery](#), individuals can receive news directly from GMCR as it is released.

### **About Ashoka’s Changemakers**

Changemakers is an initiative of Ashoka, an organization with over three decades of finding, funding, and expanding the work of social entrepreneurs across the globe. It is a global online community of action that connects people to share ideas, inspire and mentor each other, and find and support the best ideas in social innovation. The Changemakers online community builds on this history and expands the Ashoka vision by creating an “Everyone a Changemaker” world through networking, relationship-building, and the sourcing of funding opportunities.

Through its open and transparent competition and collaboration process, Changemakers is creating the world’s most robust online community for launching, refining, and scaling innovative ideas that help solve pressing social problems.

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