



# Twin Falls small biz forms national coalition to fight world hunger.

*Stokin' Joe Beverages, LLC and 5 other companies have joined forces to provide up to 3.4 million meals and save the lives of up to 10,000 children.*

TWIN FALLS, IDAHO, UNITED STATES, May 8, 2015 /EINPresswire.com/ -- Stokin' Joe's Beverages, LLC officially announced today that it has pieced together a coalition of companies that will collaboratively offer their products and services in a three phase plan to eradicate food insecurity at the state, national, and global levels.

The program is called Ninety9 Down and it consists of limited edition gift boxes featuring products from coalition partners. Boxes will contain various combinations of: coffee from [Silver Cup Coffee Roasters](#) of Kellogg, ID which is exclusively blended and roasted for Stokin' Joe's Beverages of Twin Falls, ID, insulated travel kanteens from [Klean Kanteen](#) in Chico, CA, limited edition T-Shirts printed by Five Fish Press in Twin Falls, ID, and organic food bars from [This Bar Saves Lives](#) in Venice, CA. The gift boxes will be hand assembled and packed by the hard working crew at Magic Valley Rehab Services of Twin Falls, ID.

The three phases will consist of phase 1 (the Idaho phase) which will donate enough proceeds from each box for The Idaho Food Bank to pay for up to 198,000 meals, a national campaign (phase 2) with proceeds going to Feeding America to purchase up to 2,970,000 meals, and of course the global campaign (phase 3) which will utilize This Bar Saves Lives' partners to distribute up to 270,000 meals and as many as 10,000 courses of treatment to save the lives of up to 10,000 children with acute malnutrition.

Phase 1 will officially kick off June 1, 2015. More info and the ability to pre-order gift boxes is available at [www.stokinjoe.com](http://www.stokinjoe.com)

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Stokin' Joe's Beverages, LLC was founded in Twin Falls, ID in 2014 by retired social worker Jason Bobango as a Social Enterprise to sell exceptional products to support sustainable community programs that improve, empower, and save lives.

Jason Bobango  
Stokin' Joe's Beverages, LLC.  
(208)731-8868  
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

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