

Project Greenlight Digital Studios and Peet's Coffee Unveil Top Ten "Ode to Coffee First" Video Finalists

National Coffee Day Kicks Off Public Voting to Select One Winner to Receive \$10,000 and One Year of Peet's Coffee

EMERYVILLE, California—September 29, 2016—In honor of National Coffee Day, [Project Greenlight Digital Studios](#) (PGLDS) and [Peet's Coffee](#)®, a specialty coffee brand, have announced the top ten finalists of their *Ode to Coffee First* video contest, where aspiring filmmakers were invited to showcase their storytelling abilities by producing a short video inspired by the role coffee plays in our daily lives.

"We were delighted by the incredibly creative submissions that 'Ode to Coffee First' received," said Dave Burwick, CEO, Peet's Coffee. "And we are thrilled to celebrate National Coffee Day by opening these imaginative videos to the public and learning which of the ten finalists they will deem as our grand prize winner."

Ode to Coffee First: The Final Countdown

The finalist announcement is the next phase of *Ode to Coffee First* and kicks off a window of [public voting](#) that will run until October 6. To vote, visit <https://www.projectgreenlight.com/contests/ode-to-coffee-first/nominees>.

The winner—determined by being the entry with the most votes—will be announced on October 12 and will receive a grand prize of \$10,000 USD, in addition to a year's supply of Peet's Coffee.

The ten chosen finalists are:

- Ashley Eakin of Los Angeles, CA with *The Canvas of Life*
- Blake Woolen of Roseburg, OR with *Coffee Everyday*
- Brooke Herron of Chattanooga, TN with *Coffee First*
- Connie Barmore of Bozeman, MT with *Mountain Brew*
- James Rico of Kansas City, KS with *Epic Coffee*
- James Mackenzie of Atlanta, GA with *Honeymoon*
- Joshua Vasko of Charlotte, NC with *What is Coffee to Me?*
- Keaton Davis of Austin, TX with *Coffee for Babes*
- Merry Sullivan of Mount Vernon, WA with *The Perfect Cup*
- Xavier Burgin of Los Angeles, CA with *The Get Down*

"We were excited to collaborate with Peet's Coffee on this unique contest which was the perfect blend of creating new content within the filmmaking community and exploring new areas of the coffee industry," said Brittany Turner, VP of Digital at Adaptive Studios. "Project Greenlight Digital Studios prides itself on continuing to invent new ways for filmmakers to produce different content that appeals to many audiences."

Full contest details can be found at <http://www.projectgreenlight.com/peets>.

About Adaptive Studios:

Adaptive Studios is a pioneering media studio focused on the acquisition and development of intellectual property across all platforms. Sourcing material through partners including studios, talent agencies, management companies and production houses, as well as in-house, Adaptive creates and produces film, television, digital entertainment, books and graphic novels – focusing on whichever platform best fits the story. Adaptive produced the highly acclaimed, Emmy®-winning *Project Greenlight* for HBO and, alongside the show's executive producers Matt Damon and Ben Affleck, launched Project Greenlight Digital Studios last year. Through PGLDS, they are actively “greenlighting” an expanding slate of new digital series with emerging filmmakers. Adaptive recently wrapped production on COIN HEIST which marked the first successful conversion from script to novel to feature film for the studio. They also recently revealed plans to bring their latest novel, DC TRIP, to the big screen alongside Van Toffler's new studio, Gunpowder & Sky, and Bona Fide Productions. Adaptive Books, the publishing imprint of Adaptive Studios, has released 11 titles to date and will publish an average of 10 books and graphic novels annually. For more information visit www.adaptivestudios.com.

About Peet's Coffee:

Peet's Coffee® is a U.S. specialty coffee company founded by Alfred Peet in 1966 in Berkeley, California. Mr. Peet grew up in the coffee trade and moved to America from Holland after World War II. His coffee style was unlike anything Americans had ever tasted before—small batches, fresh beans and a superior quality roast that is rich and complex. Mr. Peet's influence on the artisan coffee movement inspired a new generation of coffee entrepreneurs, including the founders of Starbucks. Today, Peet's upholds its commitment to delivering a premium product by continuing to source the world's best beans, hand-roast in small batches, and craft every beverage by hand. Peet's asserts a strict standard of freshness to ensure optimum flavor, including a unique direct store delivery network serving over 14,000 grocery stores to personally vet the freshness date on every bag. Peet's is dedicated to growing its business through its retail, grocery and e-commerce channels while maintaining the superior quality of its coffee. Peet's is also proud of its status as the first LEED® Gold certified roastery in the United States. For more information, visit www.peets.com. Stay connected to Peet's: @peetscoffee on Twitter and Instagram and facebook.com/peets.

Media Contacts:

Elizabeth Ricardo, Public Relations Manager, Peet's Coffee

ericardo@peets.com

[510.410.3027](tel:510.410.3027)

Allison Field, Finn Partners

Allison.Field@FinnPartners.com

[310.552.4106](tel:310.552.4106)

Lauren Gladney, Sunshine Sachs

gladney@sunshinesachs.com

[323-822-9300](tel:323-822-9300)