



AMERICAN CIVIL LIBERTIES UNION OF UTAH FOUNDATION, INC.  
355 NORTH 300 WEST, SALT LAKE CITY, UT 84103  
(801) 521-9862 PHONE • (801) 532-2850 FAX  
ACLU@ACLUUTAH.ORG • WWW.ACLUUTAH.ORG

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## PRESS RELEASE

# Two Ogden Institutions Team Up to Create Coffee for a Cause

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FOR IMMEDIATE RELEASE

The ACLU of Utah is pleased to highlight a recent collaboration between Wasatch Roasting Company and Nurture the Creative Mind, two Ogden-based institutions who believe in boosting local communities.

Darren Blackford, owner of Wasatch Roasting Company, and Amir Jackson, founder of Nurture the Creative Mind and a member of the ACLU of Utah Board of Directors, found a way to promote hope and inclusivity in response to the divisiveness happening throughout the country.

Starting now, Wasatch Roasting Company will offer three unique, delicious coffee blends featuring artwork from young artists affiliated with Nurture the Creative Mind. These three coffee blends, "Diversity Blend," "Unity Blend," and "Equality Blend," are designed to offer hope within their Utah communities for positive change for racial justice.

The ACLU of Utah is honored to receive a portion of the proceeds from the sales in 2020-2021.

If you are interested in purchasing any of these special coffee blends, please check out the Wasatch Roasting Company website or stop by their storefront at 2436 Grant Ave, Ogden, UT 84401.

### **About Nurture the Creative Mind**

Established in 2007, Nurture the Creative Mind (NCM) is a 501(c)(3) nonprofit that empowers and establishes self-value in youth through creativity, while developing marketable skills. Founded by Amir Jackson, NCM has positively impacted more than 12,000 young people in northern Utah and been recognized by the Ogden Mayor's Award and the Red Cross Hero's Recognition Award.

Web: [www.nurturethecreativemind.org](http://www.nurturethecreativemind.org)

### **About Wasatch Roasting Company**

After brewing coffee in a garage, Darren and Tonya Blackford opened Wasatch Roasting Company in early 2017 in a narrow brick building at 2436 Grand Avenue in downtown Ogden. Functioning as both a roastery and a coffee shop, caffeine-aficionados can watch their coffee being roasted in front of them before enjoying a steaming cup. All the artwork in the store was created by local artists, and the shop also participates many community art events and festivals.

Web: [www.wasatchroasting.com](http://www.wasatchroasting.com)

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### **Media Contact:**

Jason Stevenson  
ACLU of Utah  
Strategic Communications Manager  
[jstevenson@acluutah.org](mailto:jstevenson@acluutah.org) | cell: 617-290-8188