

ink! Coffee Releases Limited Edition “We Breathe Hope” Coffee for Holiday Season to Benefit National Jewish Health

NOVEMBER 22, 2017

DENVER — For the second year, ink! Coffee has released its limited edition “We Breathe Hope” blend in recognition of National Jewish Health, the nation’s leading respiratory hospital. This special blend showcasing undertones of dark chocolate and nuts was developed by local coffee guru and President & CEO of ink! Coffee, Keith “Herbie” Herbert for a special reason.



“My father received outstanding care at National Jewish Health,” said Herbert. “We are proud to be able to give back in this way.” Herbert and his company have pledged to donate 20 percent of all proceeds from sale of this limited edition blend to support National Jewish Health.

Herbert opened his first ink! Coffee retail store 20 years ago in Aspen, Colo., and now has 16 locations, including a kiosk in the lobby of National Jewish Health. “We Breathe Hope” coffee is sold [online](#) and at the ink! Coffee kiosk at National Jewish Health throughout the holiday season.

Since opening its doors in 1899, National Jewish Health has depended on the generous support of individuals, foundations and corporations to help sustain the innovative research, educational programs, cutting-edge technology and patient-focused care for which the organization is known worldwide.

To find the ink! Coffee location nearest you, or to purchase a bag of the “We Breathe Hope” coffee online, visit inkcoffee.com.

National Jewish Health is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the [media resources page](#).

Media Contacts

Our team is available to arrange interviews, discuss events and story ideas.

William Allstetter
303.398.1002
allstetterw@njhealth.org

Adam Dormuth
303.398.1082
dormutha@njhealth.org