



## NEWS RELEASE

FOR IMMEDIATE RELEASE

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### **Louisiana community advocate joins Starbucks as spokesperson**

SEATTLE — A Louisiana community advocate was named Starbucks' new spokesperson today at the headquarters in Seattle, with a focus on community projects in the Gulf Coast region.

Johnson works with several nonprofits in Louisiana that focus on food insecurity initiatives. She is set to go on her first media campaign during the holiday season to promote Starbucks' winter community project. During this community project, Johnson will provide winter clothes and food in food desert communities to grade school children and their families, according to Starbucks' representatives.

Starbucks CEO Brian Niccol said, "Maya's deep roots in the South and commitment to her community make her the perfect fit to not only represent Starbucks but to help us achieve the same goals as her own."

Johnson said, "I grew up in areas with very few Starbucks stores, so I would visit for not only the coffee but for the culture and connection. I am excited to serve as a voice for a company that continues to foster welcoming spaces while giving back to the community."

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*Since 1971, Starbucks Coffee has been committed to ethically sourcing and roasting high-quality arabica coffee. Today, with more than 40,000 stores worldwide, the company is the premier roaster and retailer of specialty coffee in the world. Through unwavering commitment to excellence and guiding principles, bring the unique Starbucks Experience to life for every customer through every cup. To share in the experience, please visit our stores or online at [about.starbucks.com](https://about.starbucks.com) or [starbucks.com](https://starbucks.com).*

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