



For Immediate Release

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CATTLE DRIVE BUCKAROOS GET MORNING JUMPSTART FROM STARBUCKS

RENO, Nev.—June 6, 2005-- Cowboys of the old West were used to roughing it while out on the trail--no espressos or gourmet meals for them. For the 46 participants of the Reno Rodeo Cattle Drive, breakfast will be extra special, courtesy of Reno and Sparks Starbucks shops that will provide cowboy coffee to accompany the biscuits, gravy, sausage and eggs out on the trail.

These wanna-be cowboys and cowgirls have joined up with the Reno Rodeo to fulfill their dreams of being a cowboy on the 15th annual Reno Rodeo Cattle Drive starting June 12th.

A herd of 300 cattle will be driven over 100 miles by a group of guests from all over the country, accompanied by a team of professional buckaroos. Traversing 2,300 acres of Great Basin terrain, the group will finish the drive on Thursday, June 16 by bringing the cattle through north Reno, down city streets, and into the rodeo grounds just in time for the beginning of the 86th Reno Rodeo—The Wildest, Richest, Rodeo in the West.

Eight period wagons will follow the group carrying their luggage, and the chuck wagon crew will dispense Starbucks coffee in addition to over 600 lbs. of meat and 40 dozen eggs.

"Teaming up with the Reno Rodeo Cattle Drive is very exciting for us at Starbucks Coffee Company in the Truckee Meadows," said Kate Langworthy, a Reno-Sparks district manager. "It gives us an opportunity to partner with a great event, but also to help all the cowboys and cowgirls from all over the country out on the Cattle Drive, to start their day with a great cup of Starbucks coffee!"

"Many people don't realize that all profits from the cattle drive and the rodeo support a number of community programs and really contribute to the quality of life here, which fits well with the Starbucks mission," Langworthy added.

Founded in 1971, Starbucks has more than 9,000 locations and is the leading retailer, roaster and brand of specialty coffee in the world. The company has donated over 50 gallons of coffee that will help the apprentice buckaroos on their quest to fulfill their Wild West dreams.

The Reno Rodeo is one of the top three PRCA (Professional Rodeo Cowboys Assn.) rodeos in the United States. It is an all-volunteer association, with it's members dedicated to presenting the "Wildest, Richest Rodeo in the West." Visit the Cattle Drive and Reno Rodeo online at www.renorodeo.com.