



## **MEDIA ALERT/PHOTO OPPORTUNITY**

# **SOMETHING NEW IS BREWING AT POLYTECHNIC UNIVERSITY**

### ***Winners of Polytechnic University's Innovation Meets Art Contest Awarded Prizes Including Cash and Starbucks Cards at Grand Opening Festivities***

- WHAT:** Winners of Polytechnic University's "Innovation Meet Art" contest, **Ardis Kadiu, Lan Xu, Thomas Boyd, Robert Baptiste, Schillivia Laland and Sirus Singh**, will be on hand to serve up the ceremonial first pour of espresso – a ribbon-cutting "Starbucks Style" – at the grand opening of the new Starbucks store located at **Polytechnic University on Wednesday, April 25, 2007**.
- To celebrate the joining of two New York "institutions," the winners of the "Innovation Meets Art" contest, an art contest which is awarded to Polytechnic University's most creative minds, will be presented with cash and Starbucks card prizes as part of the ceremony. Festivities will also include demonstrations on how to make Starbucks lattes and espressos as well as beverage and pastry sampling of some of the latest Starbucks menu items including the **Dulce de Leche beverages**.
- WHAT ELSE:** The "Innovation Meets Art" contest winners were chosen from 35 submissions and included technical drawings, illustrations, digital art, paintings or photos that highlight the innovative, inventive and creative energy of Polytechnic University. Themes focused on the future of science, engineering, digital lifestyle, technology and/or invention - the Power of PolyThinking.
- The 2007 winners include:
- First place: Ardis Kadiu, "Emerging World"
  - Second place: Lan Xu, "Newborn"
  - Third place: Thomas Boyd, Untitled (Michelangelo)
  - Fourth place: Robert Baptiste & Schillivia Laland, "Innovation Meets Art"
  - Fifth place: Sirus Singh, "The Power of Polythinking"
- WHY:** Investing in the communities where our partners live and work is an important part of the Starbucks culture, and further assists and helps improve, the quality of life for individuals, families, and communities. The new Starbucks at Polytechnic University has established a relationship with Polytechnic University in an effort to further assist, and help improve, the quality of life for individuals and communities in the New York Metro area.
- WHEN:** **Wednesday, April 25, 2007– 12:00 p.m.**
- PHOTO OPP:** Ceremonial First Pour of Espresso with **winners of the Polytechnic University's "Innovation Meets Art" contest, Ardis Kadiu, Lan Xu, Thomas Boyd, Robert Baptiste, Schillivia Laland and Sirus Singh.**
- WHERE:** **Polytechnic University Starbucks**  
Six MetroTech Center (at Jay Street)  
Brooklyn, NY

**WHO:**  
**About Starbucks:** Starbucks Coffee Company provides an uplifting experience that enriches people's lives one moment, one human being, one extraordinary cup of coffee at a time. To share in the experience, visit [www.starbucks.com](http://www.starbucks.com).

**About Polytechnic University:** Polytechnic University, founded in 1854 in Brooklyn, New York, is the metropolitan area's preeminent resource in science, technology, research and management education. In addition to its main campus at MetroTech Center in Brooklyn, Polytechnic offers programs at sites throughout the region, including Long Island, Manhattan and Westchester. Additionally, the University offers several programs in Israel. For more information and to learn about The Power of PolyThinking, visit [www.poly.edu](http://www.poly.edu)