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**Original Java City Café Celebrates Re-Grand Opening With  
20<sup>th</sup> Anniversary Poetry Marathon**  
*Poet B.L. Kennedy and Java City host legendary literary event*

**SACRAMENTO, Calif. (May 17, 2006)** – What started as a birthday celebration for a 100-year-old tree outside of the 18<sup>th</sup> and Capitol Java City café in 1986 – dubbed the “Poet-tree” marathon – has evolved into a renowned literary event attracting the area’s most talented poets. The event was the brainchild of noted area poet B.L. Kennedy who is leading the 20th anniversary affair this year. Starting Friday July 28 at noon, Java City will host four consecutive days of 24-hour, non-stop poetry readings and performances by more than 150 Sacramento area poets and writers. The event will also serve as the public re-grand opening after major interior renovations have been completed.

The original marathon in 1986 lasted 173 hours and attracted hundreds of poets to the then fledgling coffee house. To celebrate the 10th anniversary in 1996, B.L. Kennedy and Java City once again joined alliances and set an unparalleled 10-day poetry marathon with nearly 1,000 people participating. During the 1996 event, prominent poets from across the country made the trek to Sacramento to join local poets, politicians, celebrities and Sacramento residents who partook in the 15-minute open-mike portion between scheduled poets.

“The Sacramento region has a remarkable community of talented poets and you can find a poetry reading almost every night of the week,” said poet and marathon founder B.L. Kennedy. “Stories of the first two marathons still circulate the city today. We expect this year’s event to be just as legendary.”

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Java City is proud to once again host the two-decade poetry marathon tradition. Along with developing award-winning innovative coffee products, Java City has always been deeply involved in the community as well as supporter of local arts.

“As one of Sacramento’s first specialty roasters, Java City has a unique connection to the city and its culture,” said Tom Weborg, founder and vice chairman, Java City. “To many, the poetry marathons are synonymous with Java City and we are proud to be part of the local tradition and host the event at our newly renovated café.”

Among the 150 Sacramento area poets and writers scheduled to read are Sacramento Poet Laureate Julie Conner, D.R.Wagner, Jane Blue, Dennis Schmitz, and Jose Montoya. The final line-up will be announced in early July. Each poet will read for approximately 30 minutes, with 15-minute open-mike readings from community members who sign up in advance.

Those who want to participate in the open-mic readings can sign up by calling (916) 452-5493 before July 15 or until all spots are filled. Java City will be open 24 hours throughout the marathon and will be serving its regular coffee and menu items.

### **About Java City**

Founded in Sacramento, California in 1985, Java City is a hand crafted specialty coffee roaster and retailer. Strongly committed to quality, Java City slowly roasts carefully selected coffee beans by hand, and air cools the beans naturally to ensure their customers get a finished coffee that tastes balanced and true. Along with developing award-winning innovative coffee products, Java City has always been deeply involved in the community, and has recently launched its “Art for Kids’ Sake” program in which \$1 of every bag of ‘A Blend for the Arts’ coffee is donated to help bring art education back into California classrooms. The company is dedicated to its EcoGrounds™ program, an ecologically sustainable conservation program that promotes a sustainable social, ecological, and economic model for the cultivation and harvesting of coffee. Java City owns and operates 14 cafés located in Sacramento, and Southern California and provides coffee, espresso, rare estate coffees, fine teas and coffee related equipment for restaurants, retailers and other foodservice operations with more than 2,500 wholesale locations in the United States. For more information, please visit [www.javacity.com](http://www.javacity.com) or call 1-800-JAVACTY.