

**FOR IMMEDIATE RELEASE**

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***TANK's Colossal Coffee Contest a Hit, with 5,000+ Votes Cast***  
Coffee lovers name *The Mad Cup* No. 1, *Reality Tuesday* a close 2<sup>nd</sup>

**(April 18, 2007)** – Jumping java beans! Northern Kentucky coffee lovers are passionate about their gourmet coffee! More than 5,000 coffee lovers logged on to Transit Authority of Northern Kentucky's website in the past month to vote for their favorite gourmet coffee shop along TANK bus routes in Northern Kentucky.

The winning shop with the most online votes cast at [tankbus.org](http://tankbus.org) is The Mad Cup in Covington, owned by Ralph Borosious. Reality Tuesday Café in Park Hills placed a close second place in the voting.



"This contest has been terrific! We all won," said Susan Schultz, owner of Yesterday's Café & Tea Room in Florence. "This contest spurred our customers to be passionate about their 'special place' and created awareness of the growing coffee industry in Northern Kentucky."

"The TANK contest was so vitally important because it gives all of the independent coffeehouses in the area a chance to be seen," said Bill Gregg, owner of Reality Tuesday Café in Park Hills. "Most of them are independent, privately owned

which means that they are labors of love for the people who operate them. Blood, sweat and tears go into these establishments and they each deserve respect and admiration. Win or lose, we tasted sweet victory through the dynamic community and "family" that is our customers!" Gregg operates Reality Tuesday Café with his wife, Traci.

TANK launched *TANK's Colossal Coffee Contest* March 1 in a creative approach to engaging Northern Kentuckians and to reach a demographic that frequents coffeehouses: 18- to 34-year-olds. TANK promoted the contest at coffeehouses across the region, on TANK buses, through the media and on the Internet.

"The Contest allowed TANK to partner with local small businesses in a very impactful way. Through our contest, we were able to connect the services TANK offers the community to the community atmosphere these successful businesses show their customers every day. These businesses are vital to Northern Kentucky just as TANK is," said Gina Douthat, director of communications and development for TANK.

The online voting was very close. As the winning coffee shop, The Mad Cup will receive free promotion by TANK with exterior signage on TANK buses, press releases issued by TANK,

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advertising in *Cin Weekly* and a congratulatory announcement on TANK's website. TANK also is awarding coffee mugs to Mad Cup patrons to thank them for supporting the winning shop (at the Mad Cup while supplies last).

Information about the winning coffee shop:

**The Mad Cup**

514 Madison Ave

Covington, KY

Phone: 859-491-2877

Ralph Borosious, owner

The Mad Cup is located on TANK Routes 1, 5, 7, 8, 9, 28X & 33.

TANK is grateful to *CiN Weekly* and *The Kentucky Enquirer* for their generous media sponsorship of *TANK's Colossal Coffee Contest*.

**Commuting on TANK**

TANK carries more than 3.6 million passengers a year, including an increasing number of daily commuters. TANK provides services to Kenton, Boone and Campbell counties, as well as downtown Cincinnati, and has an extensive network of 19 Park & Ride locations located throughout Northern Kentucky. TANK also operates the Southbank Shuttle along the downtown streets of Covington and Newport and in downtown Cincinnati.

Commuters can view all bus schedules on the TANK website at [tankbus.org](http://tankbus.org) or they can speak with a customer service representative by calling 859/331-TANK anytime between 6:00 am and 7:00 pm Monday through Friday or between 8:30 am and 5:00 pm. Saturday.

For additional information about TANK or the TANK Colossal Coffee Contest, call TANK's information line at 859/331-TANK (8265) or log on to [tankbus.org](http://tankbus.org).

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