

Your next cup of coffee could help save tree kangaroos and cloud forests

Caffe Vita and Woodland Park Zoo team up to sell coffee for conservation

SEATTLE — Your next cup of morning joe could do such much more than wake you up in the morning — it could breathe life into Papua New Guinea's economy and help save its unique wildlife. The best part? You don't even need to travel outside Seattle (or leave your couch!) to get it.



Pick up a bag of Caffe Vita's [Papua New Guinea Yopno Uruwa Som \(PNG YUS\) coffee](#) and you'll be directly supporting Woodland Park Zoo's Tree Kangaroo Conservation Program, which saves endangered tree kangaroos and their habitats, and enriches life for the people that share the forests.

For nearly 25 years, Woodland Park Zoo has worked in Papua New Guinea to protect the country's incredible wildlife and cloud forests together with local communities across the 400,000-acre Yopno-Uruwa-Som landscape. In 2010, Seattle-based Caffe Vita partnered with the Tree Kangaroo Conservation Program to purchase coffee Farm-Direct from those communities, supporting an eco-friendly livelihood which provides local people with funds they need for healthcare, education and more. As a result, the YUS communities have committed to protecting nearly 200,000 acres of pristine cloud forest and the wildlife that call it home, with support and resources provided by Woodland Park Zoo.

Bottom line: Each time you buy PNG YUS coffee from Caffe Vita, you're directly helping to save endangered animals such as tree kangaroos. You're helping to protect one of the last remaining intact cloud forests on the planet. And you're helping to enrich the livelihoods of the people living in Papua New Guinea.

Where to buy PNG YUS coffee

Head to caffevita.com/png.

Jumping for joey!

Three (soon to be four) Matschie's tree kangaroos live at Woodland Park Zoo in a habitat offview from the public. Right now, there's an adorable tree 'roo joey growing in its mama's pouch, just weeks away from making its debut to the world! Follow Woodland Park Zoo on [Facebook](#), [Twitter](#) and [Instagram](#) to stay tuned for upcoming adorable joey photos.

Want to do more to help tree 'roos?

Swing over to www.zoo.org/tkcp to learn more about the zoo's signature conservation program. The Tree Kangaroo Conservation Program and the YUS Conservation Area serve as a national model for community-based conservation in Papua New Guinea, supporting local efforts to protect the incredible diversity of wildlife and culture throughout the country. From one cloud forest to another, this coffee is a symbol of hope, community and working together to save an incredible species.

To learn more about Woodland Park Zoo or to become a member, visit www.zoo.org.

###