

## **MEDIA RELEASE – For Immediate Release**

June 14, 2021

### **Free Coffee as Ground+Co Launch Social Enterprise Café in State Library of WA**

Ground+Co, a social enterprise café which trains and employs women and young people experiencing, or at risk of homelessness, have opened the doors at its new address within the State Library of WA! To celebrate they're giving away 200 free coffees from 7.30am until exhausted on the official launch date of Monday June 28<sup>th</sup>.

Ground+Co is The Underground Collaborative's first employment initiative, initially proving the life-changing, social impact success model as a micro-café in the Perth CBD. The State Library location expands the venture to its first bricks and mortar café, sitting opposite the WA Museum and welcoming all people in the Northbridge hub and beyond.

"We're serving up amazing coffee within Perth's Cultural centre, and every purchase helps us employ people experiencing disadvantage and marginalisation," says Katie Liew, CEO of The Underground Collaborative.

"This provides financial stability and confidence but can also reduce the duration of homelessness as employees become more empowered, gain independence and most importantly, maintain stable housing."

The Underground Collaborative provides opportunities to enable and empower the community at large, to empower people experiencing disadvantage.

"Ground+Co became known for good coffee as a CBD pop-up. Our flagship home at the State Library means we're serving up good brews and much more in a larger, permanent space. We even have the opportunity to host and cater to private events in the near future, allowing us to grow and empower more people," says Liew.

For additional information on Ground+Co or The Underground Collaborative, please visit <http://groundandco.com.au> and <https://theunderground.org.au>

**-ENDS-**

#### **Ground+Co State Library Location Launch**

VIP Launch Event available for media coverage 5:30-7:30pm, Monday June 28

Free coffee from 7.30am, Monday June 28

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