



THE PEACE CENTER

FOR IMMEDIATE RELEASE

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The Peace Center Teams Up with Liquid Highway

GREENVILLE, SC (August 5, 2009) — The Peace Center is teaming up with Greenville coffee chain, Liquid Highway, to help spread the word about their 2009-2010 season presentations, which include the mega-hit musical *Wicked* and concerts by rock legends *The Doobie Brothers* and *Steve Miller Band*. As part of the partnership, Liquid Highway locations across the area will feature information about upcoming Peace Center events, as well as exclusive promotions and contests throughout the season.

About The Peace Center

Opened in 1990 in the heart of downtown Greenville, The Peace Center for the Performing Arts is a not-for-profit organization that annually welcomes 250,000 patrons. Our 2,100 seat Peace Concert Hall, 400 seat Gunter Theatre and Dow Brand Amphitheatre annually host over 300 performances – from Renee Fleming and Alvin Ailey Dance Theater to Broadway productions such as *Phantom of the Opera* and *Spamalot*, to popular shows like Robin Williams, Natalie Cole and Tony Bennett. In addition, our Peace Outreach Program reaches nearly 70,000 students, teachers, and community members each year through a school performance series, professional development workshops for teachers, and free outreach events.

About Liquid Highway

While Liquid Highway has an intense passion for handcrafted and micro-roasted premier coffee, the greater mission of our Touch the Ground Foundation is Saving Lives One Cup at a Time. The Foundation is already supporting medical clinics, missionaries, schools, orphanages and feeding starving families in 27 countries around the world. Every cent of profit after taxes is being dedicated to reaching out even further and deeper, into all cultures, to help humanity live a healthier and more fulfilling life.