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**REAL MEDICINE FOUNDATION CHOSEN AS  
BENEFICIARY OF PEET'S COFFEE & TEA LEAF  
IN-STORE "TASTING & PAIRING" CHARITY EVENT**

**Affair To Support Organization's Relief Project in Armenia**

FOR IMMEDIATE RELEASE:

LOS ANGELES (October 24, 2008) – Southern California coffee and chocolate enthusiasts will be gathering at Peet's Coffee & Tea Leaf in Studio City for a special tasting and pairing event to take place on Thursday, October 30. Aside from great food and drinks, West Valley residents will also be coming out for a good cause, with the *Real Medicine Foundation* (RMF) chosen as the charity of choice for this year's event.

Hosted by hospitality professor and food writer, Gev Kazanchyan, the event will be held from 8:30-10:00PM and will include a custom pairing of five coffees with five dark chocolates. The \$27 guest fee will benefit the *Real Medicine Foundation's* humanitarian relief efforts in Armenia. The organization provides aid to people around the world during emergency situations, as well as on-going relief in areas affected by disaster, poverty or war.

"We are so pleased that our foundation has been chosen as a beneficiary of Peet's Coffee & Tea Leaf," said Dr. Martina Fuchs, founder of the *Real Medicine Foundation*. "There are tremendous needs to be met in Armenia and this is a wonderful way people can help and have a good time in the process. Everyone who attends can come away knowing their participation really does make a difference."

To provide a comprehensive and holistic approach, the RMF-Armenia project will focus on four components – to renovate the established medical clinic; to provide basic medical supplies and pharmaceuticals; to train health care staff; and to implement community health education programs -- that will help to build local capacity and implement a sustainable medical program.

The *Real Medicine Foundation* was founded in May 2005 by Dr. Fuchs following 2004's catastrophic tsunami in Sri Lanka. Deeply affected by the disaster's tragic aftermath, she flew herself over uninvited and began treating as many patients as she could, on the fly. Dr. Fuchs met other physicians like her and soon realized that through the power of personal involvement, a handful of people could change the world. Today, *Real Medicine* has built a strong network of like-minded doctors and others who are dedicated to help ease suffering throughout the world.

**About The Real Medicine Foundation**

The Los Angeles-based, *Real Medicine Foundation* is a registered 501©3 humanitarian charity that provides people around the globe with aid during emergency situations as well as

on-going relief in areas affected by disaster, poverty or war. The foundation was founded in May 2005 by Dr. Martina Fuchs as a result of her experience helping children and families in Sri Lanka following the nation's catastrophic 2004 tsunami.

Dr. Fuchs was inspired to create an organization that would provide long-term and sustained emotional, economic and social support. By using a personal approach, ***Real Medicine*** has been able to form partnerships with individuals, doctors and existing charity organizations throughout the world to create and implement effective solutions that will improve the lives of people and communities in need. In just two short years, the foundation has expanded its global network to include branches in the United States, South America, Asia, Africa and Europe. For more information about the ***Real Medicine Foundation***, please visit [www.realmedicinefoundation.org](http://www.realmedicinefoundation.org).

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