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CONTACT:

John Hill
America's WETLAND Foundation
johnhill@mcopr.com
504.756.0101

"CUPCAKES FOR THE COAST" FUND DRIVE
Funds to help rebuild marsh grasses in the Gulf Coast

BOSSIER CITY – Buttercups Cupcakes of Bossier City announces a "Cupcakes for the Coast" fundraising event on June 26, 2010. Total gross sales from the day-long event will be donated to the fund for coastal restoration in response to the oil spill.

Shocked by the images on television of the embattled Gulf coast, Kim Wood, a 31-year-old entrepreneur has found a way to engage local North Louisiana residents in showing their support for the wetlands. Wood decided to host a "Cupcakes for the Coast" event at her popular Buttercups Cupcakes shop in the Villaggio Shopping Center near the Louisiana Downs racetrack.

The gross amount from the sale of her cupcakes, which have been featured in *People* magazine, will go to the America's WETLAND Foundation to buy plants needed for marsh restoration projects.

"I was watching so many programs showing those poor little birds and their habitats that were covered in oil," Wood said. "And I had so many friends who had to reschedule vacations because of the tragedy unfolding on the coast, that I just had to do something, and I couldn't find any other fundraisers underway in this part of the state. So, I decided to donate 100 percent of the sales to the coast," Wood said.

Thus was born "Cupcakes for the Coast," a day-long fundraiser at Buttercups Cupcakes, 1115 Villaggio Blvd., Bossier City from 10:00 am until 6:00 pm, with every dollar going to the help rebuild Louisiana's battered wetlands.

America's WETLAND Foundation managing director Valsin A. Marmillion said the "Cupcakes for the Coast" proceeds will be used to buy plants for restoration projects undertaken by the America's WETLAND Conservation Corps, an AmeriCorps program that AWF supports with its partner, LSU AgCenter.

"We appreciate the support from local residents that will go towards buying the plants for the AWCC's corps their many volunteers," Marmillion said.



Wood, a parent, said she hopes other parents use the event to teach their children about public service and doing their part to help restore and preserve the environment. "A parent could say to their child, *Let's take \$3 that you earned last week and go buy a cupcake, since you will be donating it to help save the coast,*" Wood said.

"We're very grateful to Kim, as it is unusual for gross proceeds to be donated, rather than just a portion of the profits," said Marmillion. "Kim is a welcomed new partner in our fight to save the coast."

Kim said *People Magazine* ran a story on her cupcakes when they became favorites of movie stars who were on location filming in Northwest Louisiana. "Katie Holmes bought a lot of them when she was here," Wood said.

Since the *People Magazine* story, Buttercups Cupcakes has done a brisk business in telephone orders for overnight shipments. "We ship everywhere, so give us a call. It's an opportunity to help out and get the community involved in this important event," Wood said. "I really hope that a lot of people come and buy, or call and we can ship anywhere in the U.S. – I look forward to showing our support with the largest possible donation to help save the wetlands."

SALE DETAILS

"Cupcakes for the Coast"

Saturday, June 26, 2010

10:00 am – 6:00 pm

Buttercups Cupcakes

1115 Villaggio Blvd., Bossier City, LA

318-658-9908

Buttercups Cupcakes are made from scratch daily. Flavors on sale during the "Cupcakes for the Coast" event will include: vanilla, chocolate, strawberry, red velvet, peanut butter, coconut, wedding cake, cookies and cream, banana pudding, and chocolate/vanilla. Join us on Facebook. Or visit <http://www.shopvillaggio.com/directory/buttercupscupcakes/index.php>

America's WETLAND Foundation is a non-partisan, non-profit organization that has acted as a neutral arbiter for coastal interests since its inception in 2002, elevating issues facing the Gulf Coast, specifically those of coastal land loss, to regional and national attention. Learn more at www.americaswetland.com

The America's WETLAND Conservation Corps is a partnership of the America's WETLAND Foundation and the LSU AgCenter, which is supported by AmeriCorps through the Louisiana Serve Commission, and the Office of Lt. Governor. The Corps build community pride and environmental awareness through volunteerism and education. It supports collaborative efforts to organize and engage participants in a variety of activities, all with the message of responsible stewardship and a call for action to save coastal Louisiana.