

Cumberland Farms Hosts 4-Week Fundraiser for Tiogue School

The Cumberland Farms on Tiogue Ave. will donate a portion of Chill Zone, Farmhouse Blend Coffee, and brewed tea sales to benefit students.

By [Lauren Costa](#) | January 16, 2013



[Cumberland Farms](#) has named [Tiogue Elementary School](#) as the beneficiary of a month-long fundraiser that will support both academic and Parent Teacher Association (PTA) programming.

For four weeks beginning on Monday, Jan. 14, Cumberland Farms will donate 20 cents from every Chill Zone beverage, brewed tea and coffee (iced or hot) purchased at its newly remodeled store at 785 Tiogue Ave. in Coventry directly to the elementary school. The store aims to raise at least \$1,000 for the students, but Divisional Vice President and Coventry resident Paul Freeman believes that the location is capable of raising around \$2,500.

From 3:45 to 4:45 p.m. on Jan. 14, Cumberland Farms employees, several Tiogue School students and families, and Principal Louise Seitsinger attended a fundraiser kick-off celebration at the Coventry store location. Free pizza and beverages were offered to guests and customers to celebrate not only the fundraiser but also the store's recent renovation. A display board was also unveiled that will be updated each week to show the fundraiser's progress.

"We have a number of events coming up this spring at Tiogue Elementary School, for which our students are very excited," said Principal Seitsinger. "We work closely with our PTA to keep our calendar full of enrichment opportunities such as our Cultural Arts program, Book Fairs, and our Angel Fund, which provides financial assistance to students whose families are in need of some additional help. This fundraiser with Cumberland Farms will help us continue to make these and other events available to our incredible students."

"Cumberland Farms is pleased to be able to give back to the Coventry community by helping the Tiogue Elementary School," said Ari Haseotes, President of the Cumberland Farms Retail Division. "We are proud to be working with parents and faculty to support their valiant efforts to provide a well-rounded education to these bright young students."

Regional Manager Lynda Martone explained that the Cumberland Farms company, which consists of nearly 600 stores, frequently takes part in community-based initiatives like the Tiogue School fundraiser, including events that benefit YMCAs, 4-H clubs, daycare centers, after-school programs and hospitals across the Northeast. Over the past year, the company has donated more than \$100,000 to support these organizations.

"Cumberland Farms has always been all about giving back to the community," said Martone.