



DAVID RIO™ • SAN FRANCISCO  
MODERN CHAI AND TEA CLASSICS™

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**David Rio, America's premier chai company,  
announces corporate partnership with the  
International Fund for Animal Welfare (IFAW)**



SAN FRANCISCO, CA- David Rio, America's Premier Chai company, is proud to announce its new corporate partnership with the International Fund for Animal Welfare (IFAW), whose animal advocacy work spans more than four decades and is the world's largest international animal welfare organization. IFAW's tiger campaign aims to protect tigers in the wild throughout their range, working on the front lines to combat poaching, end all trade in tiger body parts and products, secure vital habitats, and raise awareness about the alarmingly dwindling population of tigers around the globe. Commencing in 2011, David Rio will donate a percentage of the profits from its signature Tiger Spice Chai® sales to benefit IFAW campaigns that protect tigers in the wild.

Working with animal welfare organizations to assist with awareness and conservation efforts is fundamental to David Rio. Rio Miura, Founder of David Rio states, "We are so excited to be partnered with IFAW because our mission to help protect endangered species, specifically tigers, is uniquely aligned with IFAW's mission to educate and inform those who work on the front lines in protecting these amazing animals."

In addition to IFAW, David Rio works with other animal welfare organizations, including The Peninsula Humane Society & the SPCA in California, and Cat Tales Zoological Park in Washington. Rio further states, "For more than 12 years, we have been working with and supporting animal welfare organizations. We first adopted a rescued Bengal Tiger named Thor in 1999 to commemorate our best selling Tiger Spice Chai®, and today, we are very proud to be working with local and international organizations that have a presence in almost every country in which our products are sold."

David Rio Endangered Species chai line is available in 7 different flavors, all named after animals, and are sold in over 25 countries around the world.

**ABOUT DAVID RIO**

Based in San Francisco, CA, David Rio blends and offers specialty chai and organic teas to connoisseurs around the world. Hand blended and handcrafted, these distinctive premium brands combine eastern tradition with western innovation and style.

David Rio began in 1996 as a catalog retailer, marketing a line of specialty tea and accessories to Japan. In response to demand, David Rio launched its line of chai and teas domestically. Today, David Rio's Endangered Species chai line and the Organic tea line are available in cafes, restaurants, and specialty food stores across North America, Europe and select countries around the world. David Rio has been featured in many trade and mainstream publications. As part of the company's mission to bring awareness to endangered species, David Rio is also a strong and dedicated supporter of animal welfare causes.