



## ***Breadcoin Media Release***

Breadcoin Foundation, Inc. | Communications  
P.O. Box 76405 | Division  
Washington, DC 20013 | 202-876-6852  
[www.breadcoin.org](http://www.breadcoin.org) | [info@breadcoin.org](mailto:info@breadcoin.org)

*Contact* Ann M. Doyle - Regional Coordinator  
*Telephone* Breadcoin Tampa  
*Cell* 813-541-7366  
*Email* [adoyle@breadcoin.org](mailto:adoyle@breadcoin.org)  
*Website* [www.breadcoin.org](http://www.breadcoin.org)

FOR IMMEDIATE RELEASE  
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### **BREADCOIN LAUNCHES ITS INNOVATIVE FOOD SYSTEM IN TAMPA** **Nonprofit's Food Token Empowers and Feeds Local Communities**

**TAMPA, FL. (February 1, 2023)** – Breadcoin Foundation Ltd., a DC-based non-profit expanded its innovative food system to Tampa today. It is the first city in Florida where local food vendors accept Breadcoins – food tokens that work like a community-wide gift certificate – as a form of payment. It launched its food token in Tampa during a community information meeting from **11:30 a.m. to 1:00 p.m. on Wednesday, February 1, 2023, at the Portico Café, 1001 N. Florida Ave., Tampa.**

“We are excited to expand Breadcoin to Tampa, Florida,” Co-Founder and Executive Director Cary Umhau said. “Tampa has an incredible network of people and community partners with a history of caring for the most vulnerable.” The food token was created by Scott Borger, a Ph.D. economist as a novel way to provide a meal for food-insecure individuals with the dignity of choice. By using local food businesses that are often located in underserved communities, the token supports economic development.

“Dollars donated through the Breadcoin token have three times (3x) the impact because, like a currency, it has a multiplier effect in the community. It provides a resource for the coaches, teachers, and social workers that distribute the coins; the dignity of a hot meal for the customers using the coins; and additional revenue for the local business accepting the coins as a form of payment,” says Founder and Board Chairman Scott Borger.

Breadcoin Tampa’s launch attendees met the co-founders, the lead food vendor - Portico Café, the launch team and learned more about Breadcoin’s three focus areas: (1) **The need** - We provide a point of connection, the dignity of food choice, and reduce isolation; (2) **The work** – A food token connects and weaves the community together; and (3) **The result** - We feed with dignity, engage, and support local food businesses in underserved areas.

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More information about the Breadcoin Tampa project is available online at the [Breadcoin Florida](#) page and check out [Breadcoin Tampa Frequently Asked Questions](#). If you would like more information about this topic, contact **Ann M. Doyle - Regional Coordinator of Breadcoin Tampa (813) 541-7366** or email at [adoyle@breadcoin.org](mailto:adoyle@breadcoin.org).

*Breadcoin Foundation is a not-for-profit corporation that mints and distributes the Breadcoin food token. Each token is worth \$2.50 and is backed by dollars. The physical coin began circulating in 2016 in the Union Station area of Washington, D.C. Breadcoins are transacted at more than 75 restaurants, food trucks and caterers in Maryland, Virginia, Pennsylvania, and the District of Columbia. Florida is the fifth state or district where Breadcoins will be used as a form of payment.*

**Breadcoin origins:** In 2014, co-founders Scott Borger and Cary Umhau pondered how to feed the DC community. From those early conversations, they began hosting tables in community parks, welcoming all to join beautifully set tables. From these table events, in 2015 Economist Borger visioned a minted community meal token - “Breadcoin” to acknowledge a store of value and because “bread” would represent its basic unit of account.

**2016** - Their first vendor was Mission Muffins, a “ready to work” program of the Central Union Mission homeless shelter In Washington, DC.

**2018 -2019:** Breadcoin saw additional growth, media coverage and inception of a **membership model** – monthly donors fund coins distributed by neighborhood teams to build relationships with vendors and nonprofits.

**2020 – 2021:** Breadcoin grew exponentially during the pandemic. Between March 2020 and December 2021, Breadcoin expanded its food vendors from 5 to 47 and expanded geographically from DC into Baltimore.

**2022 – present:** As communities recognized the support the food token could provide to their underserved areas, new, smaller cities and communities like Harrisburg, PA adopted the coin. At the end of 2022, Breadcoin had 79 vendors accepting the food token and continues its growth with its Tampa launch.

Breadcoin Foundation Ltd. is a 501 (c)(3) tax-exempt organization. A copy of the official registration (CH54379) and financial information may be obtained from the Florida Department of Agriculture and Consumer Services by calling toll-free within the state 1-800-HELP-FLA (435-7352). [www.floridaconsumerhelp.com](http://www.floridaconsumerhelp.com) registration does not imply endorsement, approval, or recommendation by the state. Mailing address is P.O. Box 76405, Washington, DC 20013. (202) 876-6852

**To Learn More:**

[breadcoin.org](http://breadcoin.org)



Intro Video

