



## **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 TO LAUNCH ITS INNOVATIVE FOOD SYSTEM IN TAMPA** **Nonprofit's Food Token Empowers and Feeds Local Communities**

**TAMPA, FL. (January 16, 2023)** – Breadcoin Foundation Ltd., a DC-based nonprofit is expanding its innovative food system to Tampa. It will be the first city in Florida where local food vendors will accept Breadcoins – food tokens that work like a community-wide gift certificate – as a form of payment. It will launch 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.**

Breadcoin Tampa's launch attendees will meet the co-founders, the lead food vendor - Portico Café, the launch team and learn 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.

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, DC. 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.*

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**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. Early Breadcoin participants purchased a food trailer which they leased to the mission, used by Mission Muffins. Using redeemed Breadcoins, the lease was paid back with interest, in three years to investors who donated these Breadcoins to individuals and nonprofits, ensuring more people were fed.

**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 -**

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**To Learn More:**

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



Intro Video

