

## Cup of Joy Announces the Grand Opening of its New Branch in Downtown Evanston, IL

February 18, 2021

*Cup of Joy will be opening its doors at its Downtown Evanston site in September 2021*

**Evanston, February 18, 2021- Cup of Joy**, Downtown Evanston's newest coffee shop, will be having its grand opening in September 2021. With locations already in Austin, San Francisco, and Brooklyn, Cup of Joy is ready to put down roots in the Evanston community, tailoring its specials on the coffee and tea menu with personalized names that highlight the local landmarks and traditions that make Evanston *Evanston*.

"Evanston has recently lost a ton of classic downtown staples, such as Cheesie's Pub & Grub and Andy's, two fundamental hubs for Northwestern students and local residents alike," said **Annie Coakley**, Executive Director of Downtown Evanston. Such restaurants are more than locations for food but provide the community with a common language that is bound by years of shared memories and experiences. These shops were teeming with so much life that they've left a gaping hole in the ethos of the community. We're in great need of a new trademark that will be passed from generation to generation, and I have a good feeling that Cup of Joy is just the thing to make Evanston feel whole again."

Not only does Cup of Joy strive to answer that call and become a new staple for the Evanston community, but **Melissa Wilson**, owner of Cup of Joy adds, "Cup of Joy wants to support the already existing backbones of the community, from well-known places and public figures to annual traditions and events. We want this shop to feel personal to you, as if we are bottling up the essence of the Evanston community into a single shop, and maybe even a single sip."

In order to carry out this mission, Cup of Joy will be having a lottery at their grand opening and the lucky winner will get the opportunity to work together with their menu engineering team to create the first (of many to come) Evanston-specific special beverage inspired by the community.

So be sure to come to Cup of Joy's grand opening, which will span the week of **September 20, 2021** and feature performances from local artists, free samples, as well as the chance to win other fun giveaways, rewards, and discounts. The shop is located at **719 Church Street** (Andy's former locale), and will be open **seven days a week**, from **7am-10pm**.

### **ABOUT (IN)**

Cup of Joy is an American coffee shop chain united around the sentiment that no two of their shops should feel alike. Their cohesion stems from their difference, as each shop settles into its location with the desire to personalize its special menu to better reflect and connect with the essence of its specific locale. We want Cup of Joy to be the place where visitors are referred to go to in order to get a taste of life in Austin, San Francisco, Brooklyn, and now Evanston. Whether customers prefer to sip-in, pick-up, or order a delivery, Cup of Joy brings the spirit of your city directly to you, supporting the places, people, events, and traditions, unique to its surrounding community and ultimately helping to create new, lasting memories as well.

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