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ADPR 5920 Final Portfolio:
Dancing Goats Client

FOR IMMEDIATE RELEASE

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Dancing Goats Coffee opens new Emory coffee shop location

ATLANTA – Dancing Goats Coffee celebrated the opening of its newest location today, adding another shop in Atlanta’s Emory community. The celebration included the announcement of new menu items, as well as longer store hours and additional seating at the new location.

Dancing Goats has been serving Emory students and faculty members for many years inside the Rollins School of Public Health. This new location makes it more accessible to customers beyond the university.

The grand opening also revealed three new seasonal menu items designed to celebrate the fall season. Guests can now enjoy the Spiced Apple Chai, Pumpkin Cream Cheese Cinnamon Rolls, and Maple Bread. These menu additions will be available for a limited time until Nov. 21.

“We wanted to provide a space where everyone was welcome to come in, grab a drink, and chat or study,” said Aaron Shively, Atlanta market leader for Dancing Goats. “With more seating and new seasonal menu items, we hope to create a comfortable environment for studying, meeting with friends or simply enjoying a good cup of coffee as the fall semester begins.”

The new Emory shop, located at **1579 N. Decatur Road NE** is part of the company’s continued commitment to fostering community through high-quality coffee and inviting spaces. The shop is open from 6:30 a.m. to 7 p.m. on weekdays and 7 a.m. to 7 p.m. on weekends. For more information, visit www.dancinggoats.com.

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About Dancing Goats Coffee

Founded in 1988, Dancing Goats Coffee first opened in Olympia, Washington, and is now proudly based in Atlanta, Georgia, where it is known for its signature blends and commitment to ethical sourcing. With popular locations at Ponce City Market, Emory and more, the company creates welcoming spaces rooted in community, diversity and inclusion. From expertly roasted coffees to cold brews and brewing equipment, Dancing Goats Coffee’s mission is to bring people together through good coffee.

FOR IMMEDIATE RELEASE

Nov. 9, 2025

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Flooding temporarily closes Dancing Goats Coffee's Ponce City Market location

ATLANTA – Dancing Goats Coffee has temporarily closed its Ponce City Market location following flooding in the retail level due to heavy overnight rainfall Saturday evening. No injuries were reported, and the company is working closely with building management, restoration teams and its employees to reopen as quickly as possible.

The flooding, caused by a storm that dropped more than six inches of rain across Atlanta, resulted in minor damage to equipment, supplies and the building's structure. No Dancing Goats staff were in the area when the water impacted the building.

"Our top priority is the safety of our team and guests," said Aaron Shively, Atlanta market leader for Dancing Goats. "We're thankful nobody was harmed, and we are actively taking steps to open our doors as soon as possible. Currently, we have teams coming to clean, restore and ensure our store is prepared to host and serve our community again."

During the closure, customers are encouraged to visit nearby locations in Midtown and Decatur. For more details on other store locations and operating hours, visit www.dancinggoats.com. Updates on the reopening of the Ponce City Market location will be shared on Instagram at www.instagram.com/dancinggoatscoffee.

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Creating better communities starts with supporting small businesses

By Aaron Shively

With new businesses opening in Atlanta every day, it can be difficult to know where to spend your money and who to support. This is especially true when it comes to coffee, as people often only think about receiving the caffeine that gets them through the day. This can come in many forms, from a bottle in a gas station, a large corporation's drive-through, or a small coffee shop.

But, in Atlanta, coffee shops have become something far more important than a source of caffeine. Small business-owned coffee shops have evolved into sources of community, creativity, and sustainability that large corporations cannot replicate. Coffee is now an opportunity to connect with the community and support one another.

According to the American Independent Business Alliance, every dollar spent at a locally owned business generates nearly [three times](#) as much money to the local economy as spending that amount at a chain store. That money helps to support the local economy by funding jobs, supporting local suppliers, and more. Therefore, when Atlanta residents choose to spend locally, they are directly helping the neighborhoods they live in and their community.

Coffee shops are especially impactful to local communities. Across Atlanta, local coffee shops are a space for different communities to come together and engage in dialogue that would otherwise not be available. This is encouraged even more when these businesses host events to foster discussion.

At Dancing Goats Coffee Bar, we've seen this firsthand. For example, our Midtown location hosted [Coffee Conversations](#) with Rose Scott in partnership with WABE, allowing Atlanta residents to come together to discuss local issues over a cup of coffee. We've also started the beginning of a new [multi-venue series](#), designed to highlight Atlanta's creative community across music, photography, videography, and coffee. This directly gives back and builds up members of the community who are hoping to share their passion and build their business, while also creating a meaningful way to foster connection and awareness.

The impact of supporting small businesses not only benefits their immediate environment. For example, every cup of coffee connects us to farmers and workers across the world. This leads to stronger sustainability efforts as ethical sourcing produces better results for the consumer and for the environment.

As a certified [B Corporation](#), Dancing Goats is committed to operating on 100% renewable energy and ensuring that all partnerships meet fair labor and environmental standards. This helps ensure that coffee farmers receive equitable compensation and long-term stability. Furthermore, small businesses are able to invest more time into environmental efforts, such as Dancing Goats working with [TerraCycle](#) to recycle the foil bags that the coffee is sold in.

These efforts reflect how sustainability and community engagement are connected. Local businesses that act ethically and support their neighborhoods tend to create a new community culture. This means that it inspires other organizations to also host community-building events and invest in sustainable practices, ultimately impacting members of the community and the way they interact with products and with each

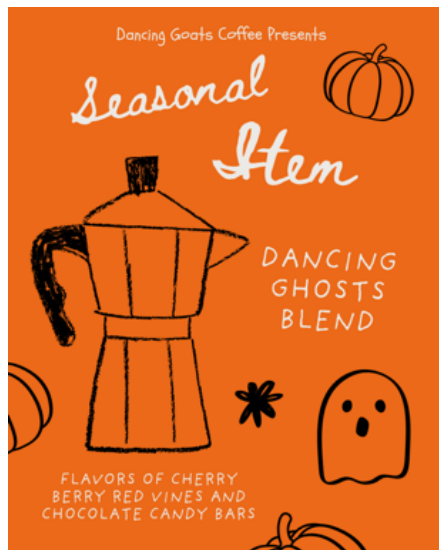
other. Not only is this impactful for the consumers, but it also allows businesses to build local trust and loyalty within their community.

As Atlanta continues to grow, we have an opportunity to redefine what local commerce means. While supporting community-based coffee shops and ethically sourced products may seem like a small change, it allows for a stronger sense of community and invests in fairer global systems.

So, the next time you are presented with the choice to support a large corporation or a small business, keep in mind the impact your purchase has on your community and on the world as a whole. For small coffee shops like us, behind every cup there is an impact. It builds up local community members, baristas and artists alike, and has a strong impact on sustainability efforts. This small change can help keep our communities thriving socially and economically for years to come.

Aaron Shively is the Atlanta Market Leader at Dancing Goats Coffee.

Facebook:



Halloween prep is already beginning, and coffee helps! Our Dancing Ghosts Blend is back and ready to fuel your costume-making, pumpkin-carving, and candy-sorting nights. You're never too old to celebrate the season, and this blend is like having your own trick-or-treat bag in a cup! 🍬

This blend is only available for a few weeks before it disappears. Shop now to face your fall preparations with a little more energy! To purchase, visit

<https://www.dancinggoats.com/products/dancing-ghosts-halloween-blend>.

#DancingGoatsCoffee #DancingGhostsBlend #FallCoffee #LimitedEditionCoffee

Instagram:



Whether it's midterms, movie nights, or costume planning with your roommates, Dancing Goats has the perfect solution. Our Dancing Ghosts Blend is smooth, bold, and the perfect mix of chocolate and fruity sweetness! 🍂

The blend is limited edition and perfect for powering through the season. It will only be here for a few weeks, so grab a bag before it's gone! To purchase, visit the link in our bio.

#DancingGoatsCoffee #DancingGhostsBlend #Fall #LimitedEditionCoffee

LinkedIn:



At Dancing Goats Coffee, we celebrate every season through innovation and connection.

Our new Dancing Ghosts Blend combines our signature Dancing Goats blend with Tanzania Peaberry for a smooth and sweet cup, inspired by candy from trick or treating.

While we used to have high-quality Tanzanian coffee in our lineup regularly, it has been a few years since we have found some that meet our expectations for Dancing Goats blends. This year, we are excited to share what true Tanzanian Peaberries should be.

It is available for a limited time and roasted to order.

Learn more: www.dancinggoats.com/products/dancing-ghosts-halloween-blend.

#DancingGoatsCoffee #SeasonalBlend #CoffeeProfessionals #SeasonalMenu