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## Wescom Springs for Free Coffee as Part of Annual Daylight Saving Time Promotion

Southern Californians Will Receive a Free Beverage at Select *The Coffee Bean & Tea Leaf®* locations this Sunday, March 14, Courtesy of Wescom Credit Union

**PASADENA, CA (March 10, 2021)** — When the clocks change this Sunday for Daylight Saving Time, it means one less hour of sleep for most people. Wescom Credit Union is helping make the morning run a little smoother as part of its seventh annual #WescomKindness Daylight Saving Time event, by picking up the tab for lucky guests at 22 *The Coffee Bean & Tea Leaf®* locations across Los Angeles, Orange, Ventura, Riverside, and San Bernardino counties on Sunday, March 14.

“Wescom has become known for acts of #WescomKindness and we’re thrilled to be making an impact on the communities we serve, especially at a time when we could all use a little pick-me-up,” said Tamar Atamian, Vice President Marketing, Wescom Credit Union. “It truly brings us joy to surprise local residents with free coffee at *The Coffee Bean & Tea Leaf®* locations*.* Wescom is proud to serve the communities of Southern California as a premier banking partner for more than 85 years.”

Participating *The Coffee Bean & Tea Leaf®* locations are available online at [wescom.org/cbtl](http://wescom.org/cbtl). Guest purchases will be paid by Wescom, up to $15 per transaction, beginning the moment doors open in the morning until $2,000-worth of bills are paid for at each of the 22 designated locations.

“We’re pleased that Wescom Credit Union has chosen to surprise and delight our guests again this year,” said Christy Smith, director of marketing, *The Coffee Bean & Tea Leaf®* brand*.* “We are inspired by sharing goodness in our communities and these #WescomKindness events are a perfect way to foster that sense of community in our cafes.”

For more than 85 years, Wescom has been dedicated to improving the financial lives of Southern Californians and has a long tradition of showing #WescomKindness to residents of its community. Past events have included beverage giveaways at *The Coffee Bean & Tea Leaf®* locationsfor World Kindness Day, and surprising local families with free Christmas trees around the holidays. Additionally, last year their #WescomKindness efforts focused heavily on supporting those impacted by COVID-19 by donating meals to healthcare workers, providing needed funds to Southern California area food banks, supporting teachers, students and their families through tutoring scholarships, and funding school supplies to address educational and financial challenges presented by distance learning.

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**About Wescom Credit Union**

Since 1934, Wescom Credit Union has been dedicated to helping people throughout Southern California build better lives. Headquartered in Pasadena, California, Wescom has 24 branches and offers advanced digital banking tools to provide essential banking solutions to nearly 200,000 members. Benefits include lower loan rates, higher savings yields, reduced fees, and a robust network of branches and ATMs. Wescom is a proud recipient of the*Forbes* "Best-In-State Credit Union" award, ranking it as a top 10 credit union in California, for two years in a row. #WescomKindness is an extension of Wescom Credit Union’s more than 85-year tradition of serving its community through such programs as The Wescom Foundation – the credit union’s employee-run charitable foundation. For more information, please visit[wescom.org](https://wescomtogether.com/).

**About *The Coffee Bean & Tea Leaf®***

*The Coffee Bean & Tea Leaf®* brand is a leading global roaster and retailer of specialty coffees and teas and is widely credited for driving high quality and innovation to the coffee and tea industry. The company sources the finest ingredients and flavors from around the world and hand blends coffee and tea for the freshest flavors.*The Coffee Bean & Tea Leaf®* brand started the frozen coffee drink craze with the invention of *The Original Ice Blended®*drink and is also the first global coffee and tea retailer to offer cold brew tea. The company currently has more than 1,060 retail locations across the globe and can be found in grocery aisles as well as specialty locations including airports and hotels. For more information, visit [www.coffeebean.com](http://www.coffeebean.com/).

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