**Starbucks Unveils Content Series 'Upstanders'**

The free series, which the company began working on in January, is designed to highlight 10 positive and inspiring tales from across the country, including those of Baldwin, Mich., a town where residents have banded together to give every high school graduate a college scholarship, and John D'Eri, who employs autistic individuals to work at his car wash.

***Advertising Age 9.7.16***

<http://adage.com/article/cmo-strategy/starbucks-unveils-content-series/305729/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1473806647>