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MEDIA ADVISORY

New Avenues for Youth to Host Scoop-A-Thon to Celebrate Free Cone Day in Support Of Homeless Youth

PORTLAND, Ore., 4.07.2016— Thousands of Ben & Jerry's ice cream cones will soon be handed out to Portland's ice cream lovers as part of the famous company's show of community appreciation known as Free Cone Day. But the cones coming from two downtown shops that day will be extra sweet—they'll be helping local homeless & at-risk youth.

On Tuesday, April 12th, New Avenues for Youth's Ben & Jerry's PartnerShops will be giving out free cones and welcoming community and business leaders as they participate in the 6th Annual Scoop-A-Thon. These "Scooper Hero" businesses and individuals scoop alongside youth employed at the PartnerShops and commit to raising awareness and funds for New Avenues for Youth's job-training services which help local foster, at-risk and homeless youth.

New Avenues is proud to partner with Bank of America, this year's presenting sponsor of Scoop-A-Thon, as part of their ongoing dedication to workforce development programs. Bank of America and New Avenues' Ben & Jerry's PartnerShops are offering a special treat this year on "Free Cone Day" – anyone who shows their Bank of America credit or debit card at either the Yamhill or PSU PartnerShop will receive free sprinkles.

"We're proud to work with an organization like New Avenues for Youth who work to combat homelessness in our community by empowering disadvantaged youth," says Roger Hinshaw, Bank of America Market President for Oregon and SW Washington. "Nonprofits such as New Avenues provide programs and services for homeless and at-risk youth that go beyond providing basic needs but actually nurtures growth and independence and trains the next generation of employees who will contribute greatly to our economy and ultimately help to revitalize the Portland community."

What: 6th Annual Scoop-A-Thon to benefit foster, at-risk, and homeless youth on Free Cone Day

Where: Ben & Jerry's PartnerShops at 510 SW Mill (PSU campus) and 524 SW Yamhill (Pioneer Square)

When: Tuesday, April 12th from 12-8pm

About Ben & Jerry's Partnershops

PartnerShops are nonprofit Ben & Jerry's ice cream shops that are independently owned and operated by community-based nonprofit organizations. PartnerShops offer job and entrepreneurial training to youth and young adults who face barriers to employment. *New Avenues for Youth is the only nonprofit in the country* that operates two PartnerShops, both of which real-world work experience for foster, at-risk, and homeless youth in the community.

About New Avenues for Youth

New Avenues for Youth takes a complete approach to addressing youth homelessness and its root causes, delivering support and resources that enable foster, at-risk, and homeless youth aged 14-24 to overcome their barriers and realize their potential. For more information about New Avenues for Youth, visit www.newavenues.org or call (503) 517-3909.



About Bank of America

At Bank of America, corporate social responsibility (CSR) is critical to fulfilling our core purpose of making people's financial lives better. A commitment to growing our business responsibly is embedded in every aspect of our company, from our policies and practices to our services, products, governance and employee benefits. An important part of that commitment is forming strong partnerships across sectors, including nonprofit organizations serving community needs, bringing our collective networks and expertise to achieve greater impact. We're proud of our employees' volunteer efforts, support of diversity and inclusion, and environmental and social responsibility. Across our company, we're focused on simplifying banking and investing, advancing better money habits and making an impact in communities around the world. Learn more at www.bankofamerica.com/about and follow us on Twitter at @BankofAmerica.