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**NEW
AVENUES**
for Youth

DFRNTPIGEON, LINE DESIGNED BY AT-RISK YOUTH, DEBUTS SPRING LINE AT PORTLAND DESIGN WEEK

PORTLAND, OREGON: 4.18.2017 – [dfrntpigeon](#) - a creative studio and dynamic streetwear label launched by Portland non-profit [New Avenues for Youth](#) – will debut their spring 2017 collection on Wednesday, April 26th from 4-8pm at The Cleaners as featured event of [Portland Design Week](#). The new collection called “Identity” is described by the brand as a line of t-shirts that “address and challenge perceptions of identity.”

Since the brand’s inception in 2016, dfrntpigeon has provided at-risk youth with design training, business skills, and financial opportunities to help develop their creative abilities into potential career paths. dfrntpigeon’s team of young designers produce original artwork that is printed on tees and other items by New Avenues INK, a screen printing company that employs the young people New Avenues serves. The lifestyle and apparel brand is also driven by a larger social mission – to help marginalized youth find a path to success, exit street life and change the popular view around the issue of youth homelessness.

“As patronage increases and commerce grows, the youth involved in dfrntpigeon also grow in confidence and stability, enabling them to really own their creativity. dfrntpigeon advances their economic independence and creates the support that they need to empower their success,” says Dominic De Venuta, Business Manager of dfrntpigeon. “These t-shirts can really impact the lives of these creative young people and, we hope, impact the perceptions folks have about youth at-risk of or experiencing homelessness.”

The event is free and open to the public, and includes complimentary food and beverages.

WHAT: Identity –dfrntpigeon spring 2017 Collection Launch Party

WHEN: Wednesday, April 26th - 4-8PM

WHERE: [The Cleaners](#) @ The Ace Hotel, 403 SW 10th, Portland, OR 97205

To attend or learn more information: <https://www.designweekportland.com/events/spring-2017-line-release-pdx-owned-i-d>

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About New Avenues for Youth

Since 1997, New Avenues for Youth has impacted the lives of more than 20,000 youth at-risk of or experiencing homelessness through a range of services that address basic needs and safety, provide

opportunities for education and career, and help youth achieve self-sufficiency. For more information about New Avenues for Youth, visit www.newavenues.org.