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FOR IMMEDIATE RELEASE

NONPROFIT LAUNCHES SOUP CART ON PSU CAMPUS TO EMPLOY HOMELESS YOUTH

PORTLAND, OREGON: 1.12.2016 - New Avenues for Youth announced today the launch of a new social purpose enterprise – *New Avenues thru Soup* – located on the Urban Plaza of Portland State University. Serving fresh soups and rolls, the soup cart will provide paid job opportunities for foster, at-risk, and homeless youth accessing New Avenues’ programs and services.

The enterprise was launched thanks to a significant investment from Portland’s own soup king Rod “Harry” Harris. More than 30 years ago, Harris founded the Oregon company Harry’s Fresh Foods on clam chowder made out of the back of a deli in Oregon City and grew it into one the most successful and well-respected manufacturer and marketer of natural, high-quality ready-to-eat soups, chilies, stews, side dishes, entrees, sauces, gravies and desserts.

“*New Avenues thru Soup* was realized thanks to Mr. Harris,” says Sean Suib, New Avenues for Youth Executive Director. “His willingness to share his experience, knowledge, connections and resources made this enterprise possible. We’re very grateful to him as well as Heritage Specialty Foods who is partnering with us to provide fresh, healthy soups and Franz Family Bakery who has donated their delicious rolls. They share our excitement about the opportunities the cart will create for youth to develop marketable skills and achieve self-sufficiency, and we appreciate their partnership.”

The cart will be open Monday through Friday between 11am-2pm and will serve a selection of fresh soups; revenue from the cart will be reinvested into New Avenues for Youth programs and services. *New Avenues thru Soup* is the third enterprise New Avenues has launched to provide real-world work experience for the youth they serve; the organization also owns two *Ben & Jerry’s PartnerShop* franchises and the screen-printing business *New Avenues INK*. Since 2004, these enterprises have provided jobs and job training to more than 325 homeless and at-risk youth in the Portland Metro area.

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About New Avenues for Youth

Since 1997, New Avenues for Youth has impacted the lives of 20,000 foster, at-risk, and homeless youth through a range of services that address basic needs and safety, provide opportunities for education and career, and help youth achieve self-sufficiency. 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.