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FOR IMMEDIATE RELEASE

New Avenues for Youth to Hold 7th Annual Scoop-A-Thon to Support At-Risk Youth

Local nonprofit organization New Avenues for Youth to Celebrate Free Cone Day to raise awareness and funding for programs servicing Portland youth.

PORTLAND, Ore. – On Tuesday, April 4th, local nonprofit New Avenues for Youth is holding its 7th annual Scoop-A-Thon as part of Ben & Jerry’s Free Cone Day from 12 to 8 p.m. with all proceeds helping fund their programs for youth at-risk of or experiencing homelessness.

New Avenues for Youth is the only nonprofit in the country that owns and operates two Ben & Jerry’s PartnerShops at 510 SW Mill (PSU campus) and 524 SW Yamhill (Pioneer Square), which offer real-world work experience for the young people they serve. The Scoop-A-Thon is an opportunity for the organization’s supporters to scoop alongside youth employed at the PartnerShops and commit to raising awareness and funds for New Avenues for Youth’s programs and services.

As part of its ongoing dedication to workforce development programs, Bank of America is the presenting sponsor for the 3rd year of Scoop-A-Thon.

“Bank of America is proud to support New Avenues for Youth and its annual Scoop-A-Thon,” says Roger Hinshaw, Bank of America Market President for Oregon and SW Washington. “Portland is lucky to have such an organization that provides at-risk youth with the job training resources they need, while equipping the next generation of employees with the necessary skills to contribute to our economy.”

Scoop-A-Thon teams are actively fundraising, and thanks to the generosity of the Ed Cauduro Fund, all gifts of support received now through April 4th will be matched up to \$20,000. Contributions in support of Scoop-A-Thon teams can be made by going to www.scoopathon.org. Although the ice cream served on Free Cone Day is free, donations are gladly and gratefully accepted in the Partnerships.

Bank of America customers who show their Bank of America credit or debit card get free sprinkles on their cone.

For more information, go to www.newavenues.org/scoopathon.

About New Avenues for Youth

Since 1997, we have impacted the lives of more than 20,000 individuals through a range of services that address basic needs & safety, provide opportunities for education & career, and help youth achieve self-sufficiency. For more information about New Avenues for Youth, visit www.newavenues.org.