

FOR IMMEDIATE RELEASE



New Avenues for Youth 14th Annual Scoop-A-Thon to Prevent Youth Homelessness

Local nonprofit celebrates with free Ben & Jerry's ice cream to raise awareness and funds

PORTLAND, Ore. – 3.29.23 - On Tuesday, April 16th, local nonprofit New Avenues for Youth will hold the 14th annual Scoop-A-Thon from 12 pm to 8 pm at its Ben & Jerry's PartnerShop on Yamhill across from Pioneer Square (524 SW Yamhill St, Portland, OR 97204) with all proceeds helping fund their programs for youth experiencing or at-risk of homelessness. This event is presented by long-time partner, Bank of America.

In effort to provide tangible job training skills, New Avenues operates two social purpose enterprises in the Portland Area. Their screen-printing shop, [New Avenues INK](#), has been printing high-quality items for businesses and individuals in our community for more than 8 years providing internships to young people. Their [Ben & Jerry's PartnerShop](#) on Yamhill opened its doors in 2004 and remains the only non-profit owned and operated shop in the country. Through these enterprises hundreds of young people gained skills and work experience they need to thrive.

Additionally, our [Promoting Avenues to Employment \(PAVE\)](#) program supports young people seeking professional guidance. This one-stop-shop provides opportunities for job exploration, resume development, career coaching, and connections to internship and job opportunities. **An astounding 118 youth have received job training and employment services from PAVE this program year alone!**

Scoop-a-Thon takes place on Ben & Jerry's annual Free Cone Day providing joy and celebration to the community for more than 40 years. We will be scooping up delicious flavors with our Presenting Sponsor, Bank of America, and our incredible Scooper Sponsors: KGW Media Group, NW Natural, Quantum Fiber Internet, The Greenbrier Companies, and Brews for New Avenues. Additional support for this event came from our Sundae Sponsors: TMT Development, R&H Construction, West Bearing Investments, and Canopy.

Although the ice cream served on Free Cone Day is free, donations are gladly and gratefully accepted in the PartnerShop and online at www.newavenues.org/donate.

"The Scoop-a-Thon event is a great way for Bank of America and our community to support the impactful work that New Avenues for Youth does to help combat youth homelessness in Portland by providing paid job opportunities and valuable workplace skills," said Roger Hinshaw, Bank of America President for Oregon and SW Washington.

For more information, go to www.newavenues.org/scoopathon. News organizations are also invited to cover this event on the day of and can schedule by contacting Lauren Eads, leads@newavenues.org

About New Avenues for Youth

New Avenues for Youth is a nonprofit organization dedicated to the prevention and intervention of youth homelessness. Since 1997, our programs and services have impacted more than 30,000 young people as they work to overcome barriers, pursue their goals, and realize their potential. From supporting basic needs like meals and counseling to providing opportunities for education, job training, employment, and housing, we meet youth where they are—and help them get where they want to go. For more information, go to www.newavenues.org.

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