



FOR IMMEDIATE RELEASE

Contact: Tania Dall
Director of Communications
Youth Empowerment Project
Email: tdall@youthempowermentproject.org
Cell: 504-909-1737

Tulane Medical School grad Peter Gold & his Strong City foundation to fill & donate Thanksgiving baskets to Youth Empowerment Project participants

New Orleans, LA – On Thursday, November 2, 2017, the Youth Empowerment Project (YEP) will host Tulane Medical School graduate Dr. Peter Gold and about a dozen volunteers recruited through his foundation called Strong City. The group will work alongside 20 YEP youth participants to build 100 Thanksgiving baskets that will be donated to YEP families in need.

WHAT: Peter Gold's Strong City to donate Thanksgiving baskets to YEP families

WHEN: Thursday, November 2, 2017 – 1:00- 3:00 p.m.

WHERE: YEP's Youth Center – 1529 Oretha Castle Haley Blvd. New Orleans, LA 70113

The afternoon of community service is happening in conjunction with Tulane University's homecoming weekend.

"Strong City is excited to be making our first contribution to the Youth Empowerment Project this Thanksgiving. Since launching in April, we've been fundraising on behalf of our community partners, and this donation is the beginning of what we know will be a long and impactful relationship." – Dr. Peter Gold. Strong City Founder.

Strong City (www.mystrongcity.org) was created by Dr. Peter Gold as a new way for cities to share resources and empower underserved youth. Strong City aims to help end cycles of violence within communities, starting with New Orleans where Gold was a victim of a violent shooting back in November of 2015. Gold has since recovered and has transformed his personal tragedy to help others. Strong City chose YEP as its first community partner in 2016.

"The holidays can be a challenging time for some of our families, and YEP strives to lend as much support as possible to make holiday celebrations a fun and enjoyable occasion of our young people and their families. And it is wonderful to have a partner like Peter and Strong City to help fill some of the gaps that our families have during the Thanksgiving holiday." - Darrin McCall, YEP Director of Programs.

ABOUT YEP: Founded in 2004, the Youth Empowerment Project (YEP) is a community-based nonprofit organization that engages underserved young people through community-based education, mentoring, employment readiness and enrichment programming. In 2017, YEP served 1252 young people through a total of 11 programs at 6 sites. To learn more visit: www.youthempowermentproject.org or follow us on social media: @YEPNOLA

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