

NEWS RELEASE

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Local Businesses Join New Day to Help End Youth Homelessness Project New Day: A Day of Giving

- Thirty businesses including Whole Foods, Sandia BMW, and Nob Hill shops are donating a percentage of their Saturday sales or flat dollar amount to New Day Youth & Family Services
- Day of Giving takes place after New Day's 5th Annual Benefit Concert feat. Widespread Panic

New Day Youth & Family Services has teamed up with thirty local businesses as a part of Project New Day: A Day of Giving on Saturday, July 11th. Businesses including WisePies Pizza & Salads Restaurants, Crystal Springs Bottled Water, and Two Wheel Drive have signed up to support Project New Day by donating a percentage of their Saturday sales or a flat dollar amount to New Day Youth & Family Services, an agency that works towards ending youth homelessness. Showcase sponsors of the Day of Giving are Whole Foods Indian School Plaza, Sandia BMW, and several businesses located throughout Nob Hill.

"We believe that businesses in Albuquerque truly care for our community, especially for their future workforce," said John Nichols, New Day board member. "Though these youth are experiencing homelessness, our goal is to make sure that they obtain safe housing and learn the skills that will allow them to positively impact our local workforce. Project New Day: A Day of Giving allows us to do just that."

Businesses throughout the city including Olo Yogurt, Elsa Ross, and Rebel Donuts have joined Project New Day with the goal of making a difference for at-risk youth in our community.

Jillian Oaks, Marketing and Community Relations Specialist Whole Foods Market Indian School Plaza shared that, "At Whole Foods Market, we are intimately tied to our neighborhood and community. We want to serve and support local organizations that carve a healthy and positive path forward. Project New Day: A Day of Giving will help Albuquerque youth become meaningful and productive members of our community, and we want to help foster that goal."

Project New Day: A Day of Giving falls the day after the 5th Annual New Day Benefit Concert featuring Widespread Panic which takes place on July 10, 2015 at the Sandia Amphitheatre. The concert is an additional outlet in which New Day will showcase the supporters of the Day of Giving. The goal from both events is to raise \$50,000 which will provide safety, skill building, and support to at least 2,000 young people per year. To see the full list of Project New Day businesses visit www.ndnm.org.