

FOR IMMEDIATE RELEASE:

**NEW DAY YOUTH AND FAMILY SERVICES TO RECEIVE
\$50,000 IN DONATIONS FROM
LOCAL BUSINESSES IN ALBUQUERQUE**

August 30, 2016, Albuquerque, New Mexico: In 1976, New Day Youth & Family Services began as Albuquerque's first and only runaway shelter. For the past 40 years, New Day has remained singularly focused on meeting the needs of young people in trouble. To accomplish the mission, New Day works toward a vision that every youth has safe refuge for the present, adult allies for the future, and the basic skills needed to carve a healthy and positive path forward.

On August 5, 2016, 50 local businesses banded together to support New Day's unique and successful approach to serving Albuquerque teens in trouble; by donating sponsorships, money and/or a percentage of sales for one entire day. The turn-out was a huge success not only for New Day as a recipient of the donations, but also for the local businesses who participated in the Project New Day "A Day of Giving" campaign. Although the weather was overcast, over 800 people made it out to Green Jeans Farmery, a community-based commercial plaza constructed entirely with repurposed shipping containers, whose merchants were all involved in giving to Project New Day.

"If you stop long enough to realize there are people in need, and you can do something for someone else, it makes you feel good. It's like paying it forward. Businesses here at Green Jeans are an incredibly great group of local, passionate people. We should all want to help New Day. We feel it is proven to be focused on the needs of the local community", explains Roy Solomon, developer of Green Jeans Farmery.

Project New Day "A Day of Giving" was the collaboration of 50 local business partners and a match donation made by Anderson Charitable Foundation, totaling \$50,000 to New Day Youth and Family Services. This donation will be used to end the cycle of homelessness and helplessness among Albuquerque's youth population.

"Teen homelessness is a big issue here, and I have met many, many people who want to support local businesses known for giving back. People know that their ideals are aligned, and that we are all in this fight together," continues Robin Craig, manager of Chumly's Southwestern, also a local Green Jeans' eatery.

"Every month we do something for charity," adds Marie Yniquez, owner of Bocado in Green Jeans. "New Day is such an important program, because these kids are our future. We have to help them in any way we can. We have to teach them self-sustainability, and that they can make a difference in this world. We gotta do it!"

Project New Day Youth and Family Services offers a very unique approach to serving 1,000 of Albuquerque's homeless and troubled teens. "New Day gives the most vulnerable members of our society a pathway out of homelessness, abuse, neglect, substance abuse, trouble with the law, hopelessness and poverty. Multiple programs including detention diversion programs, safe

shelter, clinical services, a life skills academy, longer-term housing and transitional living are available. “I was living at home, but it was unsafe and chaotic,” describes Justin, an 18-year old Albuquerque graduate of the New Day Transitional Living Program, “The most rewarding part of being in this program is having a home to stay at of my own. I don’t have to worry about living on the streets.”

“I love New Day”, explains Amanda, a 15 year-old homeless Albuquerque teen, “It’s the best shelter I’ve ever been to. They’ve helped me out and are very concerned about my future.”

Once in the program, a teen can receive these life-changing services for up to two years,” explains Steve Johnson, Executive Director of New Day Youth and Family Services. “Monetary donations are important, and we are building real relationships with the business community. We are seeing more of a synergy, where businesses are creating more opportunities, apprenticeships, offering job training, and life skills. Dion’s for example has been a great community partner with New Day for a long time. They come in and do a job interviewing class with the kids, for example”, continues Johnson.

On Monday, September 19th, Project New Day will be hosting a live concert event, a legendary lineup of blues superstars. [New Day 6th Annual Benefit Concert with Tedeschi Trucks Band](#), Los Lobos, and the North Mississippi All Stars performing at Sandia Amphitheatre. Tickets are still available and proceeds from the concert will go directly to New Day Youth and Family Services. For tickets to the concert, contact the Sandia Amphitheatre Box office (505) 796-7500 or [Ticketmaster.com](#).

For more information on how you can help end the cycle of homelessness and helplessness within Albuquerque’s youth, or to donate to New Day Youth and Family Services please visit: <http://www.ndnm.org>

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