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FOR MORE INFORMATION CONTACT: Otis Monroe (773)315-9720 –Email:
omonroe@themonroefoundation.org

Beyond The Table! YOUTHBOOM! Pilot Launch....A SUCCESS!

Youth Entrepreneurs Earned Over Two Thousand Dollars Selling Logo Messages of Peace and Racial Justice in Englewood over two weekends.

To provide youth and young adults, ages 16-24 with an alternative to selling “loose squares” (cigarettes) and other activities to make money, **PACTing P.O.W.E.R (People Organizing and Winning Everything Right)**, a diverse youth-led project of the Monroe Foundation, launched **YOUTH BOOM!**

A racial, cultural and geographical diversity of young adults and young from across Chicago came out to support “**YOUTH BOOM!**”. The project grew from an “**On the Table**” training this spring.

YOUTHBOOM is a “pop-up” youth apparel community venture housed inside of a “**Boom Box**” on the Englewood Plaza at 63rd & Halsted over two weekends as a pilot launched that was successful; for the youth-led entrepreneurial venture, earning over \$ 2,000 in sales. The goal of the project is to enable youth to make money from the sale of their logo –message branded apparel during the summer.

Deandre’ , a youth leader with PACTing P.O.W.E.R stated, “*Honestly, for many of the young adults in the program, it was either be in business for ourselves or selling drugs just to live and support my child*”.

The Monroe Foundation, a nonprofit organization that lead the project, plans, with funding and contribution support, continue the program in the Fall, with a fundraising goal of \$ 25-50,000 to engage more youth and young adults in financial capability and entrepreneurship.

YOUTHBOOM!, is supported by a grant and contributions from the **Chicago Community Trust, Marquette Bank, JP Morgan Chase, Byline Bank, PNC Bank and US Bank** For more information, please contact Otis Monroe, CEO of the Monroe Foundation at (773) 315-9720.