



FOR IMMEDIATE RELEASE

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New Orleans Pelicans player DeMarcus Cousins to host shopping spree benefiting YEP youth

Metairie, LA – On Thursday, December 7, 2017, dozens of young people connected to the Youth Empowerment Project (YEP) will take part in a holiday shopping spree at the Target store on Veterans Boulevard in Metairie, LA. The special event is being hosted by New Orleans Pelicans player DeMarcus Cousins. Each child will receive a \$200 gift card to use in the store.

WHAT: The holiday shopping spree will benefit underserved youth in the community. Each child will receive a \$200 gift card to use in the store along with 2 tickets to a Pelicans game.

WHEN: Thursday, December 7, 2017.

WHERE: Target, 4500 Veterans Memorial Boulevard, Metairie, LA 70006, please enter at second floor.

WHEN: 6 p.m. event start time

A total of 58 YEP youth participants will take part in the holiday shopping spree alongside other local nonprofit organizations. The event is part of the NBA's Season of Giving. Special thanks to Hotard Coaches, Inc. for helping transport YEP youth participants and staff to the store location.

"We are extremely excited to be chosen for this wonderful opportunity for YEP's young people. We appreciate the New Orleans Pelicans and DeMarcus Cousins for all their support to help YEP positively impact the lives of young people in our community," YEP Deputy Director Jerome Jupiter.

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 six sites. To learn more about YEP visit: www.youthempowermentproject.org or follow us: @YEPNOLA

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