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## ONE LOVE YOUTH CAMP

Celebrating the Legacy of Bob Marley

### For immediate Release

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To commemorate the 31<sup>th</sup> anniversary of Bob Marley's Legend album, The Bob Marley Foundation, I Love Foundation, Ben and Jerry's Partners for Youth Empowerment, among other partners have launched a youth empowerment initiative for the second year called The One Love Youth Camp. Thirty youth facilitators will benefit from a four day workshop, starting on January 28, 2016 and will run through to February 4, 2016.

The One Love Youth Camp training and camp program is based on a proven youth engagement model developed by Partners for Youth Empowerment – PYE Global ([www.pyeglobal.org](http://www.pyeglobal.org)) that has been independently evaluated and replicated in 11 countries around the world.

One Love Youth Camp initiative that will be supported by highly experienced PYE Senior facilitators, will also offer facilitators a proven 4-day arts-based training programme where they will learn **creative facilitation** skills to lead dynamic and impactful programs that increase confidence, motivation and leadership in anticipation of the five day **One Love Youth Camp** set to run from July 12, 2016 to July 17, 2016 in St. Ann.

Sixty Students from Charlie Smith High, Bob Marley Primary and Junior High, Trench Town High, Hail Selassie High, Micro Practicing Primary and Junior high school and the Tivoli Gardens High School, will participate in the five day camp.

The **One Love Youth Camp** aims at continuing Bob's legacy by using arts and creativity as a powerful tool for social change where it all started in Jamaica.

Alicia Williams of the Bob Marley Foundation stated *“It is a pleasure for the Bob Marley Foundation to partner with 1Love Foundation, Ben and Jerry's and Partners for Youth Empowerment on such a wonderful initiative geared towards youth development to celebrate the 31st anniversary of Bob Marley's Album the Legend. She continued, “This camp will contribute to continuing Bob Marley's legacy of using arts and creativity as a powerful tool for social change and is consistent with Bob Marley's desire to bring people together and create connections which is conveyed through his many travels and songs.”*

The One Love Youth Camp initiative is funded through the sale of a special edition pint of Ben & Jerry's ice cream, donated to the project through the 1Love Foundation and offered for free to practitioners and youth.

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#### About Bob Marley Foundation

The Bob Marley Foundation is an independent, nonprofit organization founded in 1986 which focuses on delivery of social intervention projects through 5 main pillars in the areas of: Education, Health Culture, Environment and Sustainable Community Development by reflecting on the core values of the Honorable Robert Nesta Marley O.M. This objective is achieved by perpetuating the spiritual, cultural, social and musical ideals and goals which guided and inspired him during his lifetime.

#### **About PYE – Partners for Youth Empowerment**

PYE is an international non-profit organization that partners with communities around the world to awaken the purpose, power and possibility of youth. PYE delivers training to support practitioners in a proven arts-based approach to lead transformational learning experiences for youth using high-impact techniques from the creative arts, facilitation and experiential learning. For more information please visit [www.pyeglobal.org](http://www.pyeglobal.org)

**About Ben & Jerry's:** Ben & Jerry's was founded in 1978 in a renovated gas station in Burlington, Vermont, USA, by childhood friends who dedicated themselves to peace, love and ice cream. Ben Cohen and Jerry Greenfield started their ice cream careers with a shared \$5 ice cream making correspondence course from Penn State University and a \$12,000 investment (\$4,000 of which was borrowed). [www.benjerry.co.uk](http://www.benjerry.co.uk)

#### **About 1 Love Foundation**

Bob Marley hoped that one day a caring and united global community would rise up and build a better world. 1Love, a movement started by the Marley family, has a mission to

do good in honor of Bob Marley's vision for a better tomorrow. Our goal is clear: we hope to inspire people to make donations so we can raise essential funds for 1Love projects that help those in need. For more information 1Love.org

**For Further information contact**

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