



## ONE LOVE YOUTH CAMP

Celebrating the Legacy of Bob Marley

### For immediate Release

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In commemoration of the 31<sup>th</sup> anniversary of Bob Marley's Legend album, The Bob Marley Foundation, 1Love Foundation, Ben and Jerry's Partners for Youth Empowerment and partners have launched the One Love Youth Camp for the third year. The camp is aimed at continuing Bob's legacy by using arts and creativity as the tool for social change. Forty-three students of Charlie Smith High, Bob Marley Primary and Junior High, Haile Selassie High, Tivoli Gardens High School and the Grace Staff Community Development Foundation Home Work Centre, are currently participating in the five-day camp that began on July 12 and will run to July 17, 2016 in St. Ann.

The camp will see the students between the ages thirteen to seventeen years old (13-17 years old), participating in a number of activities that will include: storytelling, creative writing, visual arts, music and drama. The activities are aimed at increasing creativity and self-confidence, building inter-personal and communication skills, increasing motivation to learn and to strengthen leadership skills within participants

Marie Bruce, General Manager at the Bob Marley Foundation stated "The 43 lives that will be impacted by the One Love Youth Camp this year, represents only a small window of opportunity for the Bob Marley Foundation to continue to change lives through this initiative and many others that the Foundation will continue to roll out in 2016. We are pleased with the growth of the Camp's reach over the past three years and look forward to making an impact in the years to come, alongside our partners at PYE, 1Love.org and Ben & Jerry's"

Ziggy Marley added, "The One Love Youth Camp has positively affected youth in Jamaica, providing social and interpersonal tools they can use throughout life. The youth

are our future and we look forward to expanding the camp with our partners at PYE and Ben & Jerry's

Ed Shepherd, Social Mission Manager Ben & Jerry's noted: "Bob Marley stood for more than just music he inspired millions to think about peace, love, and equality. We're happy to play a small role in making Bob's legacy, and vision for a sweeter world, travel further this year."

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. The Camp 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.

END

(446 words)

#### **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](http://1Love.org)

#### **For Further Information**

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