**For Immediate Release**

**Youth Enrichment Services**

**October 20, 2014**

**Youth Enrichment Services launches youth-run leadership program**

*The YES Ambassador Program will carve leadership pathways for Boston youth*

**Boston, October 20, 2014 –** Youth Enrichment Services (YES), a Boston non-profit organization, will launch a new youth-run leadership program, the YES Ambassador Program, this November. The program will run during the school-year and it will be open to youth who have been in a YES program for a year or more. The YES Ambassador Program gives budding youth leaders from the Boston area a voice at Youth Enrichment Services.

Zoe, 15, grew up in Dorchester and has been with YES since XXXX. Zoe is currently a Junior Volunteer at YES and she will lead the YES Ambassador Program with YES Academy Director Shiona DeCarvalho. Zoe says she wanted to start the program because she “would love to share my story with others and how YES has made such a positive impact on my life and I would like to help other youth do the same.” Through a series of monthly workshops, the youth group will self-reflect, learn how to confidently share their personal triumphs, and talk about the impact of YES in their lives. YES Ambassadors will be given the opportunity to practice their role as youth speakers at high-profile YES events throughout the year, including at YES’s annual fundraiser, the Black Diamond Gala, on April 2, 2015.

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**About Youth Enrichment Services -** YES has been serving the youth of Boston since 1968 by providing outdoor, sports-based, and leadership programs. YES serves over 1,600 youth annually through its three signature programs: Operation SnowSports, Outdoor Adventure, and the YES Academy. Additional information about Youth Enrichment Services can be found at [www.yeskids.org](http://www.yeskids.org), Facebook: [www.facebook.com/yeskids](http://www.facebook.com/yeskids), Twitter: [@yeskidsboston](http://www.twitter.com/yeskidsboston).

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