**YOUNG AUDIENCES NEW YORK TO HOST INAUGURAL LINK NYC EVENT ON JUNE 7**

*Program offers high school students real-world experience in digital media, music production and visual arts*

NEW YORK – June XX, 2016 – On June 7, 2016, non-profit organization [Young Audiences New York](http://yany.org/) (YANY) is bringing together mentees, mentors, schools and business partners – as well as families and colleagues – to showcase the outstanding work created by students through its LINK NYC after-school program.

Launched earlier this year, LINK NYC addresses career barriers – including lack of training, networks and college preparedness – disproportionately affecting low-income youth across New York City. Designed to provide real-world experience in the fields of digital media, music production and visual arts, the program allows students to engage in skills-building workshops, work-based learning opportunities and college and career advising. LINK NYC also offers valuable hands-on coaching by pairing youth with corporate mentors from industry-leading companies such as AMC Networks, Facebook and Now This Media, among others.

[PLACEHOLDER YANY QUOTE] “I am so thrilled to be part of an organization that has such strong partnerships,” said YANY’s Jasmin Foreman, Program Director. “We are able to give students unique experiences in an industry they wouldn’t normally have access to and potentially help kick-start their careers.”

For the inaugural mentorship program, LINK NYC divided sophomores, juniors and seniors into small groups to create video content suitable for online or mobile viewing. Students worked in collaborative teams with their mentors and teaching artist to craft their own short stories, news items and in some cases even advertisements. One of the brand partners on board is Herschel Backpacks, who asked groups to produce an ad showcasing their products. At the June 7 event, student groups will stream their final videos, at which time Herschel will pick the most creative and use it in an upcoming campaign. After the event, each video will live on YANY’s YouTube channel at [INSERT HYPERLINK].

[PLACEHOLDER MENTOR QUOTE] “LINK NYC is truly a unique program in that it gives media professionals more than an opportunity to give back to their community; it allows us to invest in the next generation of creative talent we’ll be looking to hire in a few years,” said mentor Dhiya Kuriakose, Sr. Strategist for Emerging Media at Now This Media.

The June 7 event begins promptly at 7PM ET at the Scandinavia House (58 Park Avenue). To RSVP, please contact Jasmin Foreman at [jforeman@yany.org](mailto:jforeman@yany.org). To learn more about YANY or the LINK NYC program, visit [www.yany.org](http://www.yany.org).

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**About Young Audiences New York (YANY)**

We are arts pioneers for children! Founded in 1952, Young Audiences New York initially presented chamber music recitals for school children. Our programs have continually evolved to meet the changing needs of the children, youth and families who are counting on us. We have built longstanding partnerships with schools and community organizations and an experienced company of practicing artists across disciplines. We ensure our work is informed by research and best practice, leveraging our affiliation in the nation’s largest arts in education network, Young Audiences Arts for Learning ([http://www.youngaudiences.org](http://www.youngaudiences.org/)). For more information, visit <http://yany.org/>.

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