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**‘Compassion Coupon’ Comes to Downtown Portland**

*New Program Makes it Easy to Help Homeless Youth While Shopping Downtown*

**PORTLAND, OR, July 14, 2010** – From July through September, shoppers can enjoy exclusive discounts at downtown Portland restaurants and retailers and walk away with more than just a great deal — they’ll also have the satisfaction of helping those in need. The Downtown Marketing Initiative, the City of Portland and the Portland Business Alliance have come together with more than 30 downtown stores and restaurants to announce the Compassion Coupon program, a groundbreaking way for Portland shoppers to give back to the central city. For every coupon redeemed through the program, \$5 will be donated to New Avenues for Youth to fund enhanced outreach to street youth via a masters level clinical case manager. This resource will provide one-on-one support to explore service options such as housing, education, mental health, health care, drug and alcohol treatment, and job readiness preparation.

“Downtown businesses are truly concerned for the people facing challenges in our community,” said Courtney Ries, Interim Director of the Downtown Marketing Initiative. “A wide range of merchants have come on board to support the Compassion Coupon, making it very easy for shoppers to find great deals and help make a difference in the downtown community.”

Using the compassion coupon program is simple: Shoppers just visit the program website ([www.downtownportland.org/compassioncoupon](http://www.downtownportland.org/compassioncoupon)), select and print coupons from downtown retailers and redeem the coupons on applicable purchases. Participating stores are also displaying a special Compassion Coupon window decal, making it even easier to see which merchants are involved. Coupon offers vary by merchant, but deals include:

- 20% off dinner at Dan and Louis Oyster Bar

- 10% off custom clothing at John Helmer Haberdasher
- 25% off any one item at Say Say Boutique
- 20% off jewelry purchase at Radish Underground
- \$1 off evening parking at any SmartPark location

For every Compassion Coupon printed and redeemed between July 1, 2010 and September 30, 2010, \$5 will be donated to New Avenues for Youth to fund enhanced outreach resources for street youth, up to \$10,000. This charitable donation is funded by the Portland Business Alliance's [Charitable Institute](#) and will build upon seed money already pledged to New Avenues for Youth: \$5,000 from the Downtown Marketing Initiative, made possible through a sponsorship from American Express; and \$10,000 from the [City of Portland](#).

This resource sponsorship is one of the many efforts being undertaken by the City of Portland to end homelessness by 2015. Learn more about the [city's 10-year plan to end homelessness](#).

For a complete list of locations participating in the Compassion Coupon, please visit [downtownportland.org/compassioncoupon](http://downtownportland.org/compassioncoupon).

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***About the Downtown Marketing Initiative:***

The Downtown Marketing Initiative is a public-private partnership created and funded by the City of Portland and its partners that is dedicated to promoting the long-term vitality of downtown Portland. Since its inception in 2006, the Downtown Marketing Initiative has successfully supported downtown during a period of intense redevelopment and has become a critical economic stimulus tool in the current financial climate. For more information please visit [www.downtownportland.org](http://www.downtownportland.org).

***About the Portland Business Alliance's Charitable Institute:***

The Alliance's Charitable Institute serves as an umbrella organization and provides administrative services for other nonprofits that align with the Alliance mission. One of the nonprofits under the Alliance is the Kevin Montgomery Smith Fund. This fund was founded after the untimely death of Alliance staff member Kevin Montgomery Smith, who was a dedicated advocate for the homeless population.

***About New Avenues for Youth:***

The mission of New Avenues for Youth is to help every youth reach their fullest potential by offering a continuum of services that empower homeless youth to exit street life and that prevent other youth from becoming homeless.