



D.R.E.A.M., Inc.  
342 Broadway, Suite # 378  
New York City, NY 10013

F: (347) 344 - 6256  
E: [info@dream-nyc.org](mailto:info@dream-nyc.org)  
W: [www.dream-nyc.org](http://www.dream-nyc.org)

ING DIRECT



Media Contact:

**The Millennial Effect**  
**Victoria Reese**  
[Victoria.reese@millennialeffect.com](mailto:Victoria.reese@millennialeffect.com)

## D.R.E.A.M. Partners with ING DIRECT Café to Empower Urban Youth

**New York, NY, November 23rd, 2011** - D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens) announces an exciting partnership with the ING DIRECT Café located on 968 Third Avenue, New York, NY 10022. The two organizations mutually share a passion in uplifting and empowering the youth of New York City via financial literacy and will compliment each other in their respective missions. The ING DIRECT Café will serve as the host site for the 2011-12 “Invest in Success” program hosted by D.R.E.A.M.

“As an organization, we are very elated to have the opportunity to be able to host the 2011-12 “Invest in Success” program at the ING DIRECT Café. In our opinion, there would be no better place to host such a program” said Femi Faoye, Chief Executive Officer of D.R.E.A.M. “ING DIRECT has always been committed to cultivating a nation of savers and the Café serves as a standing beacon of this commitment in New York City. We look forward to working with the ING DIRECT Café staff and the possibilities of future ventures”.

The ING DIRECT Café location in New York is situated on the bustling corner of Third Avenue and East 58th Street. The two-story, 4,000 square foot café flagship location is fully staffed with Associates that pride themselves on making banking for New Yorkers as simple as having a cup of coffee. Aside from helping customers open new accounts and offering Peet’s coffee, the ING DIRECT Café is very active in the local community. The Café spreads the mission of ING DIRECT everyday through a variety of activities including teaching financial literacy, in-house seminars, community partnerships, and fun ways to save your money.

### **About D.R.E.A.M.**

D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens) is a cutting edge, financial education and advocacy organization committed to empowering underrepresented, urban youth by equipping them with the essential knowledge for life’s challenging financial decisions. D.R.E.A.M. is training the next generation of citizens who will foster change within America’s urban communities, which will result in a radical shift in the financial practices of America’s low-income, urban citizens. D.R.E.A.M. offers a range comprehensive programming for high school students focusing on developing personal finance skills and investment expertise. For more information, log on to [www.dream-nyc.org](http://www.dream-nyc.org). Follow us on twitter:

@Dream\_NYC, find us on Facebook and LinkedIn: D.R.E.A.M. (Developing Responsible Economically Advanced Model-Citizens), and view us on YouTube: [www.youtube.com/dreamnycorg](http://www.youtube.com/dreamnycorg).