



Mall of America® and Oasis for Youth launch three-year pilot program

PRESS RELEASE

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Mall of America and Oasis for Youth have partnered to launch a three-year pilot program. Oasis is a non-profit based in Bloomington, Minn. with a goal of serving youth experiencing homelessness or housing instability. The partnership includes establishing a satellite office at the Mall specifically for use by Oasis.

Oasis for Youth has hired a full-time case manager who will be dedicated to working with young people who, while they have a job at the Mall, also struggle with housing issues. This pilot partnership will begin by providing case management and employee retention assistance services to Mall employees with an anticipated expansion to also include employees of Mall retailers.

Often youth facing homelessness or housing instability find it difficult identifying and resourcing safety nets. By providing a confidential resource at the Mall, the hope is the youth who are eligible for Oasis' services will be more successful employees, and lead to greater success in their jobs and in their lives.

"Oasis' goal is to engage youth by assisting in retaining employment and to help stabilize youth in their lives outside of work by finding a place to call home, going back to school, or having insurance so they can go to the doctor when they are sick.), says Oasis for Youth executive director, Nicole Mills. "This is a truly unique and innovative partnership that provides services at a place where youth want to be and want to work. We have been overwhelmed by the community support and the true caring nature of the MOA team and are excited to see what we will achieve together."

Every community, organization and business faces any number of challenges. For many businesses a significant challenge is attracting, hiring and retaining good employees. One goal for the pilot partnership is to give youth employed at the Mall every opportunity to succeed.

"Sometimes in life, we don't see the 'hidden challenges' that are around us every day," says Dan Jasper, Mall spokesperson. "We know there are young people in our community struggling with housing issues – and some might work at the Mall as well. Not only does this partnership help address a business need of retaining good employees – it is also the right thing to do."

Oasis for Youth services offered at the Mall are confidential and advocacy-based.

PRESS CONTACT

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ABOUT MALL OF AMERICA

Mall of America (MOA) is the largest retail and entertainment complex in North America. At 5.6 million square feet, MOA is home to more than 520 world-class shops; Nickelodeon Universe, the nation's largest indoor family theme park; SEA LIFE Minnesota Aquarium, a 1.3 million gallon walk-through aquarium; Hard Rock Café; Moose Mountain Adventure Golf; Theatres at Mall of America, a 14-screen movie theater with digital projection including 4K, digital sound and 3D capabilities; Radisson Blu Mall of America, a 500-room hotel connected by skyway to Mall of America. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. The Mall recently unveiled a \$325 million expansion project on all three levels on the north side. The expansion includes a 342-room JW Marriott hotel and office tower, new dining options, and large event space. Follow **Mall of America** on **Facebook** and **Twitter** or visit our **blog**.

ABOUT OASIS FOR YOUTH

Oasis for Youth opens doors to housing, employment, education and wellness for youth facing homelessness in the suburbs. Oasis provides tools for stability and opportunities to thrive through individualized case management, onsite supportive services and connections to housing and community resources. Beginning in 2007, a group of seven women came together to advocate for youth housing services in their communities. Based on community feedback and a Needs Assessment Study, the group formally incorporated and formed an independent board of directors in 2011. Today, Oasis for Youth serves over 200 youth annually in the south suburbs of Hennepin County with a staff of seven, and many dedicated community volunteers. Thanks to the generosity of local churches, funders and individual donors, Oasis operates a daily Resource and Drop in Center for youth at risk of homelessness. Oasis for Youth envisions a day when all youth at risk of homelessness believe in bright futures filled with hope, stability and self-fulfillment. More at OasisForYouth.org.

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